

DAILY AT YANKEE!

DENTAL TRIBUNE

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

THURSDAY, JANUARY 31, 2013 — Vol. 4, No. 1

www.dental-tribune.com

GOOD DEBT VS. BAD DEBT

David Keator explains the difference and lets you in on what you should keep in mind when investing.

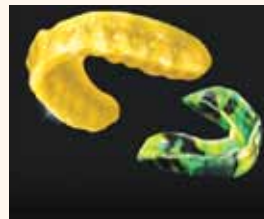
► page 6



SMILE WIDE

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

► page 9



NEXT STOP: SEATTLE

AACD unveils its lineup for its 2013 show. Get the details, and then go get registered.

► page 14



Come join the show



The downtown and Back Bay skyline. Photo/Massachusetts Office of Travel & Tourism

Yankee Dental 2013 invites you to start your year off with a wealth of C.E. courses and social activities

It's a new year and a new chance to reach all your professional goals, and there is no better place to be working on those goals than here at the 2013 Yankee Dental Congress.

With 350-plus continuing education courses spanning a vast range of topics, a comprehensive field of more than 450 exhibitors and an array of social programs, there is definitely something for everyone.

Topics and highlights of some of the major educational opportunities include the Eighth Annual Conference for Women in Dentistry, dental management of sleep apnea, the dentist as CEO series and, for students and new licensees, a new dentist itinerary.

C.E. in the Exhibit Hall

There is more to the Exhibit Hall this year than just rows of booths and hun-

► See SHOW, Page 2

Flash your badge to save

Once the 2013 Yankee Dental Congress is over, there is no better time to get out and explore the city of Boston. Be sure to take your badge along with you, though. Showing it will save you lots of money.

Freedom Trail Run

Meet every Saturday and Sunday on Boston Common and run a 5K course that passes landmarks from America's Revolution. Stop at more than 16 sites to learn interesting facts. Registration includes 5K guided run, water, return harbor ferry ride & "Freedom Trail Run" t-shirt.

Where: Boston Common (corner of Park and Tremont streets)

Discount: \$5 off registration (original price \$35, YDC attendees \$30)
www.FreedomTrailRun.com/ydc36

Skywalk Observatory

The observatory offers a 360-degree panoramic view of Boston and beyond. Built in 1965, the observatory, located on the 50th floor, offers views of the Boston skyline and the Charles River.

► See BADGE, Page 15



The walkway to the new Institute of Contemporary Art. Photos/Tim Grafft, Massachusetts Office of Travel & Tourism

◀ SHOW, Page 1

dreds upon hundreds of new products and technology just waiting for you to experience and sample — you can also connect with some of the brightest minds in dentistry by attending continuing education courses right on the floor. Among the highlights are:

- **C.E.-On-the-Exhibit-Hall-Floor:** Check out 25-plus hands-on courses and lectures at no charge or at a reduced rate.
- **Dental Office Pavilion:** If you are considering implementing new dental equipment and technology into your practice, this might just be the place for you. Presented by Henry Schein Dental, there is no extra charge to stop by.
- **Healthy Living Pavilion:** Change your life while earning C.E. credits. You can learn from experts about various diets and discover how to be a healthier you.
- **High-Tech Playground:** Discover the

latest equipment and technologies in an informal setting without sales pressure.

- **Live Dentistry:** Watch some of the industry's top clinicians perform live, cutting-edge procedures right in front of you. All of the supplies for these sessions are provided by Patterson Dental.

On the lighter side

There are a lot of opportunities for a little fun — and some extra cash — during Yankee Dental 2013. Shop the Exhibit Hall today and Saturday, and you might be rewarded by mystery shoppers with a free gift card.

In addition, if you spend \$5,000, you are eligible to enter to win a \$500 AMEX gift card. See the Welcome Counters for more information. Other highlights include:

- Jenny Dell, NESN's Boston Red Sox reporter and The Ultimate Red Sox Show host, will sign autographs and take pho-

tos from 2 to 4 p.m. today in The Lounge.

- Jason Varitek, former Boston Red Sox catcher, will sign autographs in booth No. 1416 from 11:30 a.m. to 2:30 p.m. today.
- End a long day with a complimentary glass of sangria or a beer during the Sangria Social Hour from 4 to 5:30 p.m. on Friday.
- Richard Seymour, former New England Patriots defensive tackle, will sign autographs in booth No. 1416 from 11:30 a.m. to 2:30 p.m. on Friday.
- Robert Parish, former Boston Celtics player, will sign autographs at booth No. 131 from 11 a.m. to 1 p.m. on Friday.
- Sample award-winning chowder from Levy Restaurants, Hilton Back Bay, Seaport Hotel, Hyatt Regency Boston, Renaissance Boston Waterfront and Starwood of Boston during the 13th annual chowder tasting. The event takes place at noon Saturday in the food court.

AD

PhotoMed gives you options

Configure your Canon camera with the flash that is right for you



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.

When it comes to outfitting a Canon digital camera with a macro flash, the best choices come from Canon, Metz and Sigma. Real flashes from real flash manufacturers - not "frankenflashes" that look like they were assembled in someone's garage.

When you call the experts at PhotoMed, they can help guide you to the right flash for your system. Need a complete camera that includes unlimited support? We can help with that too.

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Here at Yankee: what to know

Event
Yankee Dental Congress 2013

Sponsor
Massachusetts Dental Society, in cooperation with the Connecticut, Maine, New Hampshire, Rhode Island and Vermont dental associations

Theme
“Building Bridges Through Innovation, Technology, Wellness and Inspiration”

Exhibit Hall Hours
9:30 a.m.–5:30 p.m. today, 9:30 a.m.–5:30 p.m. Friday and 9:30 a.m.–4:30 p.m. Saturday

Shuttle buses
Yankee provides complimentary shuttle bus transportation between all official hotels in the Yankee Dental Congress hotel block and the convention center. Please refer to the hotel lobby sign to familiarize yourself with the shuttle bus boarding location or check with concierge for further assistance.

Attending courses
Pre-registration is required for all no-charge courses listed in the YDC Pre-

Registration Program Book. Your seat will be held for 10 minutes; after that, those without tickets will be seated according to available space. When the room is filled, no additional people will be admitted. If you have not pre-registered, please be prepared to select an alternate session to attend.

C.E. Pavilion
The C.E. Pavilion is a free service for all attendees. You can print a certificate with general attendance credits and courses taken at the meeting in either one of two ways (please use only one method): Visit the C.E. Pavilion located in the North Lobby and satellite pavilions located in the exhibit hall or visit www.yankee-dental.com through Nov. 1.

‘Yankee Kids’ childcare
Massachusetts Dental Society has partnered with Parents in a Pinch to provide a children’s program during the 2013 Yankee Dental Congress. Bring your kids with you to Yankee and let them enjoy the many activities at camp while you take a class or shop the exhibit hall. There will be organized activities, arts and crafts, toys, books and games. Activities will be appropriate for all age groups

from 6 months to 12 years old. Snacks and beverages will be provided. Walk-ins are welcome if space permits. Cost is \$60 for a full day and \$40 for four consecutive hours.

Restaurant reservation service
Make dinner reservations with the concierge service in the North Lobby of the convention center. This service includes a listing of restaurants by cuisine and neighborhood and their menus.

Lost and found
If you find an item in the convention center, please turn it in at the Welcome Center in center of the North Lobby. If you lose an item, please check at the Welcome Center for assistance.

Business services
A FedEx Kinko’s Business Center is located on level one near the North Lobby. For services and more information, visit psg.kinkos.com/conventions/bcec.

Coat check
Coat check service will be available today through Saturday. Coat check stations are located in the North Lobby and at the East and West entrances on Level 1.

Food courts and vending
Food courts are located on the Exhibit Hall floor. Additional food vending is available throughout the building.

ATMs
ATMs are located throughout the convention center in the North Lobby, Southeast Lobby C and Food Court.

Exhibit hall snacks
All attendees registered to attend Yankee today will receive a voucher to be used toward any food or beverage purchase on the Exhibit Hall floor between 11:30 a.m. and 2 p.m. On Friday, enjoy a complimentary glass of sangria or a beer during the Sangria Social Hour from 4 to 5:30 p.m. On Saturday, sample award-winning chowder during the 13th annual chowder tasting. Participants include Levy Restaurants, Hilton Back Bay, Seaport Hotel, Hyatt Regency Boston, Renaissance Boston Waterfront and Starwood of Boston.

Exhibit Hall Mystery Shopper
Shop the exhibit hall floor today and Saturday and you may be rewarded by the Mystery Shoppers who are looking to give you a free gift card.



Check out Thomas Zaleske's Yankee Dental Congress presentation on the basics of vacuum forming and formable materials. The presentation will focus on different uses of formable materials and how to finish each, including finishing techniques with Pro-form's new centri-fuse.





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Renew your passion

By LVI Staff

Welcome to the Yankee Dental Congress 2013, and congratulations on actively moving your understanding and professional success forward! It is only through excellent education that we individually grow and develop as dental health professionals and, through that, build a practice that is not just successful but delivers comprehensive and high-quality care.

As a patient, I expect the best

For more information

For more information on the Las Vegas Institute for Advanced Dental Studies, visit www.lviglobal.com.

care I can find. As a dentist, I want to deliver the best care possible. That takes us to the power of continuing education and, as dentists, we are faced with many choices in continuing education.

As a way to introduce you to the Las Vegas Institute for Advanced Dental Studies, or LVI, I want to outline what LVI is



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

about and what void it fills in your prac-

tice. The alumni who have completed programs at LVI were given an independent survey, and unlike the typical surveys of dentists, 99.7 percent love being a dentist, and of those surveyed, 92 percent enjoy their profession more since they started their training at LVI. That alone is reason enough to go to LVI and find out more.

While the programs at LVI cover the full breadth of dentistry, the most powerful and life-changing program is generally reported as being Core I, or "Advanced Functional Dentistry — The Power of Physiologic Based Occlusion." It is a three-day course that is designed for clinicians and their teams to learn together about the power of getting their patients' physiology on their side.

In this program, clinicians can learn how to start the process of taking control of their practice and start to enjoy the full benefits of owning a practice and providing high-quality dentistry. Regardless of whether it is a solo practice or a group setting, every dentist can start the process of creating comprehensive care experiences for their patients.

We will discuss why some cases that dentists are asked to do by their patients are actually dangerous cases to restore cosmetically. We will discover the developmental science behind how unattractive smiles evolve and what cases may need the help of auxiliary health-care professionals to get the patient feeling better.

The impact of musculoskeletal signs and symptoms will be explored, and we will look at how the supporting soft tissue is the most important diagnostic tool you have — not simply the gingiva but the entire soft-tissue support of the structures and not just in the mouth but also in the rest of the body.

A successful restorative practice should not be built on insurance reimbursement schedules. An independent business should stand not on the whims and distractions of a fee schedule but rather on the ideal benefits of comprehensive care balance by the patients' needs and desires.

Dentistry can be a challenging and thankless business, but it doesn't have to be. Through complete and comprehensive diagnosis, there is an amazing world of thank yous and hugs and tears that our patients bring to us when we change their lives. The Core I program at LVI is the first step on that journey. That's why when you call, we answer the phone: "LVI, where lives are changing daily!"

AD

2013

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EXHIBIT DATES:
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After



Before

"This endodontically treated molar had a large amalgam and a fracture, necessitating a full-coverage crown. I selected BruxZir® Solid Zirconia for its conservative nature (as thin as 0.5 mm) and the fact that I will get a great fit in the gingival third due to its natural emergence profile. I'm not sure my patient is going to floss as much as he should, and I want to make sure I do my part to help his gingival health."

— Michael C. DiTolla, DDS, FAGD

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PFM

This image represents the typical PFM prep we receive with a conservative feather-edge margin. When a PFM is fabricated for this prep, there is a bulky 1 mm margin on the PFM that catches on the explorer. Even if the margin is sealed, the emergence profile is unacceptable.

VS



BruxZir
Crown

This image represents the typical PFM prep we receive with a BruxZir crown in place. Because it is a monolithic crown and can be milled to a feather edge, there is no bulk of material, or "speed bump," at the margin. Dentists tell us their explorer cannot detect where the tooth ends and the BruxZir crown begins.



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Managing your debt

By David Keator, Keator Group

Many investors track their assets closely — checking the Dow, following certain companies and consulting with a financial advisor. But what about the often overlooked liabilities side of the balance sheet?

There are lots of pieces to the “balance sheet” puzzle. Amazing value can be brought by addressing the debt side of an individual’s personal balance sheet. It’s just as important as the investment side.

Affluent investors, in particular, have access to a wide variety of creative lending options — the home equity line of credit and collateralized securities are considered to be chief among them. What one often finds is that clients don’t necessarily have too much debt; it’s just organized poorly. People are not taking advantage of more appropriate borrowing options. There’s debt — and then there’s debt.

Consumption vs. conservation

The difference between debt types is generally a matter of consumption versus conservation.

“Borrowing for consumption is usually not a good idea,” says Mary Sexton, former director of lending services of Wachovia Securities.

“You’re using a home equity line of credit to buy shoes? You’re accessing leverage to maintain a lifestyle you can’t currently afford? That’s borrowing for consumption. We want people to learn you should not borrow for consumptive purposes.”

Debt can be used most wisely for conservation purposes.

“These are larger expenses you just can’t fund from current cash flow, such as a big tuition bill,” Sexton says.

“It’s critical when thinking of incurring debt to consider how it will impact your investment decisions.”

With that college tuition bill, for example, it wouldn’t make sense to disrupt your long-term investment plan for a short-term need. Instead, Sexton advises, you could consider a home equity line of credit, or you may elect to borrow against your securities.

Smart debt management

To work with debt strategically, first, clearly identify your overall goals and establish priorities. Then look at all your assets and liabilities and figure out your cash needs going forward.

It’s also important to determine your suitability for borrowing and, just as with investing, set your risk tolerance level.

When you acquire debt using an adjustable interest rate, you must think about interest-rate risk. If you are borrowing in a rising-interest-rate environment using adjustable rates and the prime goes up 500 basis points (5 percent), would you have the ability to pay off the loan to reduce your risk? You need to consider the implications of borrowing. At the end of



Photo/Provided by dreamstime.com

the day, you need to be able to sleep at night.

Of course, basic principles of money management hold true when dealing with interest rates, whether you are working with good debt or bad debt — you want to earn more money than you pay out.

The key is to borrow at the lowest available rate while maximizing your investment returns. You wouldn’t want to borrow on a credit card charging a double-digit interest rate while investing in a money-market fund paying below 5 percent, for example.

Selecting a borrowing method is key to smart debt management. Consider these possibilities:

- *Credit cards are OK, but only if you pay off the balance.* There are highly sophisticated, affluent investors who are carrying \$40,000 credit-card balances and don’t have a home equity line of credit. That may not be the best thing to do, depending on your situation.

- *A home equity line of credit works well for investors who need immediate liquidity — and even those who don’t.* A home equity line is flexible; you only draw on it as you need it during the draw period. It can offer relatively low risk, may be priced at a currently low prime rate or

prime plus or minus a margin¹ and may be tax-deductible².

It could be one of the best borrowing options available if you take into consideration your short-term, long-term and interim cash flow needs.

And you never know when you’re going to need liquidity — you want the ability to access it in life-altering events. There could be a medical emergency, a divorce, widowhood. You want that line in place beforehand.

Borrowing against securities is another option³. This strategy provides low-rate financing, prime or prime plus or minus a margin, by using the client’s stocks, bonds and even savings accounts and certificates of deposit as collateral. Investors can continue to trade their securities and earn on their investments while they are collateralized.

The bottom line: Consult a qualified financial advisor to help you make sure you’re considering all the borrowing options available to you. It could make a dramatic difference in your future financial life.

Disclosure

All loans and lines of credit are generally subject to credit approval, verification and collateral evaluation in accordance

with the lender’s underwriting standards. Not all products are available in all states. Other restrictions may apply.

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References

1. Most home equity lines of credit are variable-rate forms of credit, meaning that the APR may increase or decrease after consummation based on changes to the index (in this example, the prime rate as published in The Wall Street Journal, Eastern Edition, was 3.25 percent on March 3, 2011) and in accordance with the terms of the Home Equity Line of Credit Agreement. The borrower may have to pay closing costs. Adequate homeowner’s insurance is usually required, and flood hazard insurance may be required. If the borrower chooses an interest-only repayment option in a state where that option is available, a balloon repayment will result.
2. Please consult your tax advisor regarding tax deductibility.
3. Margin borrowing adds risk to your investments and is not suitable for all investors. If the market value of the eligible securities in your margin account declines, you may be required to deposit more money or eligible securities in order to maintain your line of credit, or we may be forced to sell securities held in your account.

About the author



David Keator is a partner with Keator Group in Lenox, Mass. For more information, please call The Keator Group at (877) 532-8671.

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Fig. 1 Photos/Provided by Glidewell Laboratories



Fig. 2



Fig. 3



Fig. 4

Photo essay: BruxZir Solid Zirconia meets an anterior esthetic challenge

By Michael C. DiTolla, DDS, FAGD

This article illustrates advancements by Glidewell Laboratories to improve the esthetic properties of BruxZir® Solid Zirconia restorations. As the lab's research and development department refines its processes, improving the material's translucency, the esthetics continue to improve.

First appointment

Our goal is to replace the PFM crowns on teeth #8 and #9 (Fig. 1) with BruxZir Solid Zirconia crowns.

First, we take the shade before the teeth become dehydrated. I use the VITA Easyshade® Compact (Vident; Brea, Calif.), which displays the shade in both VITA Classical and VITA 3D-Master® shades. After taking the shade, I hold the selected 2M1 3D-Master shade tab to the tooth, along with the 1M1 3D-Master shade tab for contrast. Next, we photograph the shade tabs in the mouth. This is probably the most important part of communicating shade to the technician.

I use an Ultradent syringe to place PFG gel (Steven's Pharmacy; Costa Mesa, Calif.) into the sulcus of teeth #8 and #9. Next, I use a STA Single Tooth Anesthesia System® device (Milestone Scientific; Livingston, N.J.) to anesthetize teeth #8 and #9.

The Razor® Carbide bur (Axis Den-

Here at Yankee

For more information on BruxZir crowns or to see them for yourself, stop by the Glidewell Laboratories booth, No. 1703.

tal; Coppell, Texas) easily cuts through porcelain and metal substructures, and when used in combination with my KaVo ELECTROtorque handpiece (KaVo Dental; Charlotte, N.C.), it is simple to cut through the existing PFM. I torque the crown with a Christensen Crown Remover (Hu-Friedy; Chicago). After using a periodontal probe to sound to bone to ensure I have enough biologic width to safely remove some tissue (Fig. 2), I use my NV MicroLaser™ (Discus Dental) to remove 1.5 mm of tissue.

With the margins exposed, I use an 856-025 bur (Axis Dental) and KaVo ELECTROtorque handpiece to drop the margins to the new gingival level. My assistant then relines BioTemps® Provisionals (Glidewell Laboratories) on teeth #8 and #9 with Luxatemp provisional material (DMG America; Englewood, N.J.).

Using a thin, perforated diamond disc (Axis Dental), we open the gingival embrasures to avoid blunting the interproximal papilla, and we make sure the gingival margins aren't overextended and the emergence profile is flat.

We use TempBond® Clear™ (Kerr Corp.; Orange, Calif.) to cement the BioTemps

and loupes to inspect around the temps and gingival embrasures for excess cement.

Second appointment

After two weeks, we remove the temps and clean the preps with a KaVo SONICflex scaler. After trimming the gingival margin with the diode laser, I place an Ultrapak® cord #00 (Ultradent; South Jordan, Utah), cutting the cord intraorally on the lingual to avoid any overlap. To make the margin visually obvious, I place a second cord (Ultrapak cord #2E) before refining the preparation.

As I pack the top #2E cord on tooth #8, you can see how the top cord on tooth #9 exposes the margin (Fig. 3). Now we can begin finishing the preps using a fine grit 856-025 bur.

Two moistened ROEKO Comprecap Anatomic compression caps (Coltene/Whaledent; Cuyahoga Falls, Ohio) are placed on the preps, and the patient is asked to bite with medium pressure for eight to 10 minutes. The Comprecaps are then removed and the top cords pulled. We syringe medium body impression material around the preparations for the impression and then take a bite registration. The temporaries are then replaced.

Third appointment

After two weeks, the temps are off, the

BruxZir crowns are approved, and we place a layer of desensitizer on the teeth (G5™ All-Purpose Desensitizer [Clinician's Choice; New Milford, Conn.]).

I use a Warm Air Tooth Dryer (A-dec; Newberg, Ore.) after applying both coats of the G5, while my assistant places Z-PRIME™ Plus (Bisco; Schaumburg, Ill.) inside the crowns. We then load the crowns with a resin-modified glass ionomer cement (RelyX™ Luting Plus Automix [3M/ESPE]) and seat them, using a pinewood stick (Almore International; Portland, Ore.) to ensure they are fully seated and the same length.

In this "after" picture (Fig. 4), the amazing thing is there isn't any porcelain on these BruxZir crowns; they are solid zirconia. This is why they are stronger than all other restorative materials, except cast gold.

Also, the facial anatomy on the crowns makes them look like real teeth. Because that anatomy is built into the CAD/CAM database, Glidewell Laboratories can deliver it every time — provided the clinician gives the lab enough reduction.

While I'm not suggesting you suddenly switch all of your anterior restorations to BruxZir crowns, you may want to consider using it for patients with parafunctional habits or old PFMs, where an esthetic improvement is essentially guaranteed.

App lets you try on a Pro-form mouthguard

Application also provides in-depth information on all Pro-form products

Ever wonder what you or your patients would look like with a certain color mouthguard?

Pro-form offers a nearly unlimited amount of options for custom, vacuum-formed mouthguards. That's why Keystone Industries has created an iPhone and iPad app to help dentists and patients see what they would look like wearing a Pro-form mouthguard.

Check out the new, free Keystone Pro-form Mouthguard app today.

The app is easy to use — just smile wide and take a photo. Then you will be able to see what you look like with a Pro-form mouthguard.

Is one of your patients on the fence about getting that patriotic red, white, and blue mouthguard, or maybe someone wants a purple and gold mouthguard? There are so many choices to try on, and you get to see exactly what they would each look like.

Once you've taken a photo, you'll be able to save the photo to your iPhone or iPad, and you can also email it.

In addition, the app has information about the Pro-form line and the protection it can provide for athletes of all levels (even professional athletes).

The app works on both the iPhone and iPad and can be downloaded on iTunes. Key features of the app include:

- Free to install

- Uses iPhone/iPad camera for high-definition photos

- Easy-to-navigate menus

- Hundreds of Pro-form selections

- Information and links to Keystone's website and social media

- A large library to enable you to save photos

- Ability to email photos to whomever you want

Keystone Industries plans to continue to grow the app through updates and will offer new versions that will display other products.

Customers will be informed of any updates or newer versions.



Photo/Provided by Keystone Industries

Here at Yankee

For more information on Keystone Industries and Pro-form Mouthguards, call (800) 333-3131 or visit www.keystoneind.com. The app is free in the iTunes store by searching "Keystone Industries" or "mouthguards." In addition, be sure to attend Thomas Zaleske's hands-on course, "New Opportunities With Vacuum Forming," from 8 to 10 a.m. and from 1 to 3 p.m. today to learn more about Keystone Industries' products.

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