

# today



## Same company, new brand identity

How Midmark's new look mirrors its transformation into the company it is today.

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## Partial dentures just got better

The polymer frame material that's not too rigid and stiff and not too flexible either.

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## A new choice in amalgam separators

Product can help dental offices meet requirement to remove mercury from wastewater.

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• A crowd gathers at the Spot educational theater during the 2017 CDA Presents The Art and Science of Dentistry. (Photo/today Staff file photo)

# Pick a spot

■ It's all about choices for the next few days, here at the CDA Presents The Art and Science of Dentistry. With more than 150 educational courses (including lectures and hands-on workshops) and 400 exhibitors demonstrating new techniques as well as innovative products and services, there are plenty of options to go around for making the best use of your time.

If it's education you're interested in, you won't want to miss today's opening lecture on facial reconstruction, from 11:30 a.m. to 1 p.m. Presented by Lawrence E. Brecht, DDS, the director of maxillofacial prosthetics at New York University College of Dentistry, "Facial Reconstruction to Facial Transplantation: Success Through a Team Approach" will discuss the advantages of using a surgical-prosthetic-industrial team approach in reconstruction, from the simplest examples to the most complex.

"We'll begin with how a team approach can benefit children with a cleft palate and the simplest of 'reconstruction' of a smile for a baby and move up through jaw reconstruction for cancer and trauma patients – utilizing the 'Jaw in a Day' procedure – and move outside the oral structures, to the orbit, nose and ear, and the technology that is used to create those prostheses," Brecht said.

The lecture will end with a discussion of what Brecht calls the "worst-case scenario" – when facial transplantation becomes necessary.

If you are more into the exhibit hall side of things, make sure to download the CDA app before venturing inside. The "wayfinding" feature can be used to chart the quickest walking path from your current location to a destination on the exhibit hall floor, saving those precious minutes for product demonstrations instead of getting lost.

## CDA offers significant savings on supplies through e-commerce site

### Online marketplace created for CDA member dentists

■ The California Dental Association is pleased to announce its offering of online dental supply shopping through its subsidiary, The Dentists Service Company. TDSC offers a group buying program through its

e-commerce marketplace – an easy-to-use online shopping site that leverages the buying power of CDA's 27,000 members to secure significant savings on dental supplies and helps dentists lower the overall cost of providing care to their patients.

As a benefit of CDA membership, dentists licensed in California can shop the TDSC Marketplace to take advantage of negotiated low pricing and discounts based on aggregate

volume. CDA members enjoy free shipping and save an average of 20 percent off the manufacturers' list price on more than 25,000 dental supplies. Through trusted, authorized distributors, the marketplace offers supplies from major manufacturers, including Dentsply Sirona, 3M, KaVo Kerr and GC.

"Dental supply purchasing has long been dominated by large corporate suppliers. Through the marketplace,

we're providing significant savings on dental supplies and reduced overhead," said CDA President Natasha Lee, DDS. "The discounts allow our members to remain competitive with large dental service organizations that cut special deals with dental suppliers."

As e-commerce has become the norm, shopper feedback has been

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**E-COMMERCE** \*from page 1

overwhelmingly positive, with exponential month-over-month growth. After a phased launch, 1,200 CDA members had already saved more than a half-million dollars, allowing them to provide more cost-efficient services to their patients.

“Our entry into e-commerce may be unprecedented for a state dental association, but the move is timely as the \$10 billion dental products industry undergoes a disruption in the way dentists purchase supplies for their practices,” Lee said. “We’re in a position to offer lower costs to our members, including those in rural areas who have adopted the marketplace as a trusted source for dental supply purchasing.”

The TDSC Marketplace is now in a position to expand to other states,



(Photo/Provided by the California Dental Association)

**Here in San Francisco**

For more information about The Dentists Service Company and to shop the TDSC Marketplace, visit [tdsc.com](http://tdsc.com) or visit the booth, No. 811.

starting in the West and Northwest regions, giving dentists another

option for purchasing some or all of their supplies.

“There’s really no organization better positioned to offer this member service than a dental association whose best interests are with dentists and the patients they serve,” Lee said.

(Source: California Dental Association)

AD

# IMPLANT DENTISTRY

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# Predictable and functional esthetics with low shrinkage and reduced stress

By Shofu Dental Staff

■ One of the greatest limitations in the use of resin composites is the material's shrinkage during polymerization.

This process, typically associated with dynamic development of elastic modulus, creates a network of stress cells within the resin composite and its interface with the tooth structure.

The unrelieved stress can weaken the bond between the tooth structure and the restoration. Consequently, marginal leakage, tooth fracture and a restoration's displacement may occur and further initiate the formation of secondary caries and post-operative sensitivity.

On average, the majority of resin composites in the market shrink about 2 to 5 percent.

As polymerization shrinkage cannot be completely eliminated, a plethora of techniques and protocols has been developed to conduct the manipulation of restorative procedures to minimize the effects of shrinkage and associated shrinkage stress.

Introduction of various new composite systems with low-shrink chemistry may also help overcome the problem.

A next generation of a bioactive composite indicated for all cavity classes, I–V, Beautifil II LS (Low Shrink) provides general practitioners with the means to reduce polymerization shrinkage and shrinkage stress while creating predictable and functional esthetics.

Like all restorative materials from Shofu, this novel composite incorporates the proprietary bioactive Giomer chemistry, clinically proven in eight- and 13-year recall studies to release and recharge fluoride and other beneficial ions and inhibit plaque formation to help establish a stable pH in the oral environment.

Highly filled, 83 wt percent, Beautifil II LS demonstrates excellent compressive and flexural strength (ca. 370 MPa and 120 MPa, respec-



• Functional and naturally beautiful restorations created with Beautifil II LS. (Photos/Frank J. Milnar, DDS, AAACD)



• Beautifil II LS. (Photo/Provided by Shofu Dental)

tively), maintains ideal color stability and polishes in an instant, producing a long-lasting sheen, according to the company.

Among the distinguishing features

of Beautifil II LS are its low-shrink attributes. In rigorous international bench tests, this ground-breaking material demonstrated volumetric shrinkage of 0.85 percent and

## Here in San Francisco

Visit Shofu's booth, No. 828, to learn more about Beautifil II LS.

polymerization shrinkage stress of 2.72 MPa, the lowest characteristics among all universal composites in the market today. Shofu attributes these results to a new proprietary monomer and high-density pre-polymerized fillers, which also exhibit tooth-like optical properties and natural esthetics.

Available in syringes, tips and value kits, in 14 dentin and enamel shades, Beautifil II LS offers predictable and functional esthetics with greater strength, higher wear resistance and naturally beautiful esthetics, according to the company.

## Features of Beautifil II LS (Low Shrink)

- Lowest volumetric shrinkage (0.85 percent) and shrinkage stress (2.72 MPa).
- Greater strength and higher wear resistance.
- Tooth-like esthetics with natural fluorescence and chameleon effect.
- Polishes in an instant.
- Sustained fluoride release/recharge with bioactive Giomer chemistry.

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# Midmark announces new brand identity to guide company's continued growth

Rebranding reflects expanding role in enabling a better care experience

By Midmark Staff

Midmark Corp., a leading provider of medical, dental and veterinary equipment solutions, has launched a new corporate brand identity that it says captures the company's commitment to a better care experience and the growing value Midmark offers customers as they focus on improving clinical outcomes.

The new brand identity, which includes a new website, logo, tagline and more, mirrors the transformation of Midmark from an equipment manufacturer into a clinical environmental design company that enables a better care experience for caregiv-

## Here in San Francisco

To learn more about Midmark, stop by the booth, No. 528.



ers and patients in medical, dental and animal health industries. By harmonizing the clinical space, technology, products and workflows, the company asserts that it works closely with customers to contribute to better clinical outcomes.

"Care providers are always looking for new approaches, innovative technologies and proven solutions that can help enhance the patient and caregiver experience and improve

the quality of care provided," said John Baumann, president and CEO, Midmark. "At Midmark, improving the experience between the patient and caregiver is at the heart of everything we do. Whether we are talking about a doctor's office, dental practice or veterinary clinic, better care starts with a better-designed care environment, which leads to better outcomes."

The new tagline, "Designing better care," establishes a new path for the company as it continues to strengthen its role in the care experience through advanced technologies, acquisitions, new markets and expanded service offerings. It elevates the importance of design in the customer's mind — helping them understand it's not just about the space but also how it is used and the people interacting within it.

Baumann continued, "Our goal is to help our customers provide more

efficient, effective and positive experiences that will enable them to focus on the quality of care and outcomes."

## About Midmark

Midmark Corp. is a clinical environmental design company that hopes to enable a better care experience for the medical, dental and animal health markets. With more than 1,800 teammates worldwide, Midmark focuses on harmonizing clinical space, technology and workflows for caregivers and patients at the point of care.

Founded in 1915 and headquartered in the greater Dayton, Ohio, area, Midmark maintains production and administrative offices in Versailles, Ohio, with six other locations in the United States, as well as subsidiaries in India, Italy and the United Kingdom.

To learn more about Midmark, visit [midmark.com](http://midmark.com).

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# DenMat Holdings named an ADA CERP recognized provider

## By DenMat Holdings Staff

DenMat Holdings is pleased to announce that it was recently named an American Dental Association (ADA) Continuing Education Recognition Program (CERP) recognized provider. The distinction of ADA CERP means that continuing

education (C.E.) courses, lectures and seminars offered by DenMat have been reviewed and approved as quality continuing dental education.

DenMat, as a premier provider of C.E. programs, may now use the ADA CERP recognized logo and recognition statement, which symbolize to oral-health professionals that the con-

tent contained therein such materials is of the highest possible quality. This notation was important to DenMat, as the company wants C.E. credits offered at its comprehensive courses to be recognized by the ADA for the benefit of its member community.

“We are very pleased to have our continuing education platform recog-

## Here in San Francisco

To learn more about DenMat products and C.E. offerings, stop by the booth, No. 1018.

nized by the ADA,” said David Casper, DenMat chief executive officer. “C.E. has and will continue to play a strategic role in our company, with nearly 100 C.E. events held in North America this year alone.”

From the ADA: “Established in 1993, the ADA CERP provides ADA members and the dental community a mechanism to select quality continuing dental education with confidence and promotes the continuous improvement of continuing dental education both nationally and globally.”

The review process for ADA CERP recognition is thorough and managed by the Commission for Continuing Education Provider Recognition (CCEPR). Through an application and review process, CCEPR evaluates institutions and organizations that provide C.E. program offerings. CCEPR serves the public, the dental profession and other health-care providers by developing and implementing standards that promote excellence in continuing dental education to support professional competence and improvement of patient care.

DenMat is proud to join the ranks of C.E. providers as an ADA CERP recognized provider. For a full list of DenMat’s C.E. opportunities, visit [www.denmat.com/r\\_dm\\_education\\_courses](http://www.denmat.com/r_dm_education_courses).

## About DenMat Holdings

Since 1974, DenMat has been a leader in high-quality dental products for dental professionals in more than 115 countries around the world. DenMat manufactures and assembles most of its products at its world headquarters on California’s Central Coastal region. DenMat offers three main product categories: consumables, small equipment and dental lab services.

DenMat’s brands include Geristore®, CorePaste®, LumiSmile White®, NV®PRO3 and SOL™ soft-tissue diode lasers, the Rotadent® power toothbrush, PeriOptix™ magnification loupes and lights, Lumineers® and Snap-On Smile®.

AD



The graphic features a globe with a grid overlay, transitioning from blue at the top to green and yellow at the bottom. The text 'ICOI SYMPOSIA AROUND THE WORLD' is prominently displayed in white and yellow. Below the globe, there is a photograph of a rocky, mountainous landscape.

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**2019**  
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\*According to "Dosimetry of Orthodontic Diagnostic FOVs Using Low Dose CBCT Protocol" by JB Ludlow and J Koivisto.

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