

# today



### Best in its class

Pride Institute names its top products for 2015, and you can see them here at the ADA.

»page 8



### Digital dentistry all in one

Now there is a fully integrated open CAD/CAM system for same-day dentistry.

»page 24



### Go green in Vancouver

Want to see how Canada celebrates St. Patty's Day? Head to PDC and get C.E. credits while you're at it.

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• (Photo/Craig Toocheck, www.freeimages.com)

## ADA 2015 offers a lot of opportunities for growing your practice

■ It's only fitting that America's Dental Meeting would come to Washington, D.C., the city that governs and shapes the country every year. And this year's ADA is hoping to help you shape your practice and the future of dentistry for this coming year and beyond.

With live educational sessions, hundreds of courses and workshops, new social events and an exhibit hall full of more than 550 companies showing off the newest products and technology, there is plenty of opportunity to start shaping your own future. It's just a matter of deciding where to start.

### Fun at the museums

New this year is an off-site welcome reception included in the cost of reg-

»see PAVING, page 3

## 'Smile Champion' awardees to be honored today

### Dr. Brunsten to receive Dalin Award; Colgate to receive Kess Award

■ The ADA Foundation (ADAF) has announced the winners of the 2015 Smile Champion awards for Give Kids A Smile® (GKAS), which recognize outstanding volunteer and corporate efforts to strengthen and expand the GKAS program.

• Dr. Cavan Brunsten, a pediatric dentist in Old Bridge, N.J., has been named the recipient of the Jeffrey Dalin, DDS, Give Kids A Smile Volunteer Award.

### Here at the ADA

To learn more about the Give Kids A Smile program, stop by the ADAF booth, No. 1523.

• Colgate-Palmolive has been named the recipient of the Steven W. Kess Give Kids A Smile Corporate Volunteer Award.

The awards presentation will take place during the ADA Foundation Give Kids A Smile Volunteer Recognition Reception today at the Marriott Marquis, 901 Massachusetts Ave. NW.

### Brunsten

Brunsten has been involved with Give Kids A Smile since the program's inception in New Jersey in 2003. GKAS N.J. primarily operates as a one-day treatment event on the first Friday in February of each year. In 2014, an estimated 400 volunteer dentists and more than a thousand other volunteers provided more than \$1 million in treatment services to more than 4,300 children. Since 2003, more than 36,000 children have been treated in New Jersey through its GKAS program.

"Give Kids A Smile is an opportunity to establish a trusting relationship with a child that leads to a

lifetime of healthy, happy smiles," Brunsten said. "Nothing gives me greater pleasure than to open the door to those in need so that they can learn the importance of oral health care."

### Colgate-Palmolive

Colgate has donated more than \$700,000 to the Give Kids A Smile program since 2008, as well as substantial in-kind donations throughout the year. In 2015 alone, Colgate contributed more than 300,000 sets of Colgate Cavity Protection Toothpaste and Colgate Smiles Youth Universal Toothbrushes for children who participated in Give Kids A Smile Day events all over the country.

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\*Brinker, S. (2015, January). HIPAA compliance and digital photography with personal mobile devices. *Dental Products Report*, 76-80.



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today American Dental Association Show Dailies Vol. 8 appear during the ADA 2015 American's Dental Meeting in Washington, D.C., Nov. 5-7, 2015.

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**PAVING** \*from page 1

istration, scheduled for tonight. 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 you private access to the exhibitions.

Another social event on the agenda also features a visit to a museum. You can sign up for a tour of the Dr. Samuel D. Harris National Museum of Dentistry in Baltimore, scheduled for Saturday afternoon. 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

**Here at the ADA**

For more information, including an exhibitor list and course schedule, pick up the on-site guide or download the ADA 2015 mobile app for your phone.

to inspire people to make healthy choices about oral health.

**Live educational sessions**

One educational highlight of ADA 2015 promises to be Dr. Stephan L. Buchanan's "The Art of Endodontics: A Live 3-D Clinical Demonstration," taking place Friday from 2:30-5:30 p.m. in Room 202 on Level 2 of the convention center.

This live clinical demonstration – to be done on a patient's upper first molar – will show the procedures

and the tools Buchanan uses, as well as the cautions he considers, so each procedural step builds toward a predictably ideal treatment result.

The course costs \$89 to attend.

**Vast exhibit hall**

The exhibit hall, with more than 550 exhibitors, will feature hands-on courses, a dental office design center, a live-patient CAD/CAM stage and more – all free of charge. The hall provides an all-under-one-roof opportunity to test out the latest products and ask questions of the experts. You can touch, feel and compare thousands of instruments and services from the top industry vendors while receiving discounts on items you would normally purchase throughout the year.

(Source: ADA)

AD

**Pacific Dental Conference**

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IN CONJUNCTION WITH **Pacific Dental Conference** CANADIAN DENTAL ASSOCIATION

# ADA announces an exclusive student loan refinancing offer with Darien Rowayton Bank

■ The American Dental Association (ADA) has announced an exclusive endorsement with DRB (Darien Rowayton Bank), a leader and one of the fastest marketplace lenders to \$1 billion originations in student loan refinancing.

The endorsement allows ADA member dentists the opportunity to refinance existing federal and private undergraduate and graduate school loans at a lower rate to save tens of thousands of dollars, on average.

“We’ve listened carefully to our members, particularly those in the early stages of their dental careers, and many have indicated that paying off student loan debt is one of their greatest concerns,” said ADA President Maxine Feinberg, DDS.

“By teaming up with DRB, the ADA provides our members with lower rates that translate into greater peace of mind and substantial savings at a pivotal point in their careers. This is just one of the ways that we are

investing in the future of dentistry.”

The ADA is committed to working with new dentists who are in the most challenging stage in their career. The DRB low rate student refinance loan, offered at both fixed and variable rates, is one of the many resources the ADA provides to new dentists.

The ADA endorsement not only gives ADA members access to one of the lowest student loan refinance lenders in the country, but the ADA has also secured from DRB prefer-

ential interest rates for its members who qualify.

“We are thrilled to work with the ADA to offer its members some of the lowest student loan rates in the industry,” said Gary Lieberman, chairman of the board at DRB. “The average dentist graduates with \$247,000 in student loan debt, and dentists who refinance with DRB can save an average of \$38,000\* with a fixed-rate refinance loan. With these savings, they can focus on their patients and not on their student debt.”

The endorsement is effective immediately. Only ADA member dentists are eligible for this exclusive offer from DRB, and annual renewal of ADA membership is a requirement to receive the lower rates per the terms of the agreement.

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## Available now: Guide to substance use disorders and safe prescribing

■ Available now from the ADA is the “ADA Practical Guide to Substance Use Disorders and Safe Prescribing.” This publication is designed to assist the dental team in dealing with complicated pain/sedation management and opioid abuse issues. It also addresses regulations dentists must follow regarding the storage and recordkeeping of controlled substances.

Topics include drug diversion; understanding the disease of substance use disorders (SUD); detection and deterrence of SUD and drug diversion; office management of controlled substances; and addiction and impairment in the dental professional. The guide also covers commonly used illicit, prescription and over-the-counter drugs, in addition to alcohol and tobacco.

Alison Bramhall, manager of dentist health and wellness for the ADA Council on Dental Practice, stated: “This guide is the first of its kind to address the many issues of substance use disorders in the dental practice. It provides practical information to guide the decision making of the dental practitioner in order to protect their patients, their staff and the public.”

The guide can be ordered at [ada.catalog.org](http://ada.catalog.org) or by calling the ADA Member Service Center at (800) 947-4746. ADA member price is \$59.95, and retail price is \$89.95.

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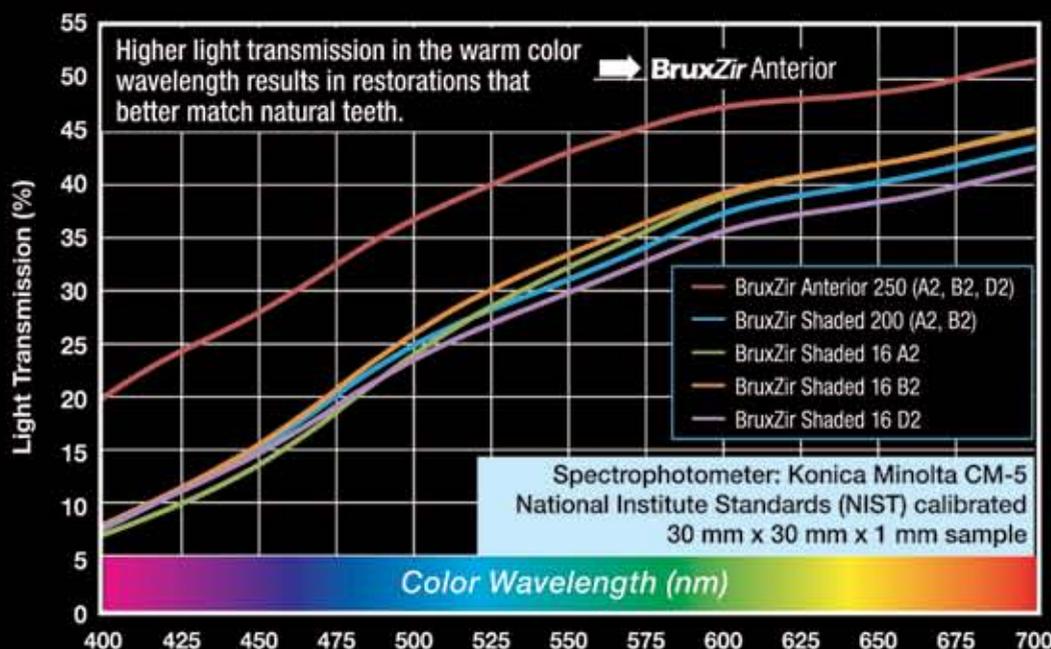


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# Henry Schein supports initiative to develop digital dentistry curriculum

**\$1.25 million pledged for inclusion of CAD/CAM technology in pre-doctoral and post-doctoral studies**

Henry Schein announced in late October a new partnership with the American College of Prosthodontists Education Foundation (ACPEF). The new partnership commits \$1.25 million to fund a program of the American College of Prosthodontists (ACP) for the development of a

new curriculum that incorporates computer-aided design and manufacturing (CAD/CAM) technology into dental schools.

The ACPEF Digital Dentistry Curriculum Initiative will be offered to dental students and practicing dentists through continuing education

programs. It is expected to be piloted by several dental schools beginning in 2017.

“We believe CAD/CAM technology enhances dentistry, and we are pleased to support this initiative, which will offer dental students the education and training needed to

## Here at the ADA

For more information on any of Henry Schein's products or services, stop by the booth, No. 2213.

effectively apply this exciting technology in their future work,” said Stanley M. Bergman, chairman of the board and chief executive officer of Henry Schein. “By rallying the industry to ensure that dental students are fully educated on the practice benefits and patient benefits of digital dentistry, we are helping the dentists of tomorrow succeed. We are proud to partner with the ACPEF in helping to accelerate the adoption of digital dentistry.”

According to the ACP, CAD/CAM technology was introduced to dentistry decades ago but is still only used in 15 percent of dental practices in the United States. A recent study by the ACP confirmed the underlying cause of the slow adoption of digital dentistry may not be the technology itself or its ability to deliver better patient care but rather a relative lack of available education and training about its applications and benefits among users.

“Digital dentistry is transforming patient experiences, as well as opening up incredible new pathways that support excellence, improved workflows, greater productivity and, most importantly, better care for our patients,” said Dr. Lyndon Cooper, chair of the ACPEF. “The ACP looks forward to creating a new digital curriculum for dentistry. This exciting undertaking is made possible by the generous support of Henry Schein, and we are grateful for the company's commitment to the betterment of patient care, our practices and education.”

More than 5,000 dental students graduate each year from 66 dental schools across the United States.

“The best patient care begins with the best educational tools, and for the profession of dentistry, the best possible tools are digital,” said Dr. Robert Gottlander, vice president of Global Prosthetic Solutions at Henry Schein. “The partnership is vitally important to ensure that the coming generation of dental professionals has the training and confidence to derive all of the benefits that digital technology has to offer to their patients. We are so grateful to our supplier partners at Planmeca, 3Shape, Glidewell, BioHorizons and CAMLOG for their financial support of Henry Schein in this essential initiative.”

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SPEAKER HIGHLIGHTS

 <p><b>Marvin Berman, DDS</b> Pediatrics</p>	 <p><b>John Olmsted, DDS</b> Endodontics</p>
 <p><b>Jeff Brucia, DDS</b> Restorative</p>	 <p><b>Shannon Pace-Brinker, CDA</b> Auxiliary Techniques</p>
 <p><b>Mel Hawkins, DDS</b> Anesthesia</p>	 <p><b>Rhonda Savage, DDS</b> Practice Management</p>
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# DentaPure Waterline Treatment Cartridges receive 'Best of Class' Technology Award

By Crosstex Staff

■ Now in its seventh year, the Pride Institute's "Best of Class" Technology Award continues unparalleled in its integrity and approach to recognizing excellence in dental innovation. In 2015, DentaPure® Waterline Treatment Cartridges from Crosstex is one of those lauded as "Best of Class."

"To be honored as 'Best of Class' is a sign that a product has revolutionized, simplified or advanced its category in a distinctive way," said Dr. Lou Shuman, "Best of Class" founder.

"The manufacturers represented here are driving the conversation for how dental practices will operate today and in the future. The foundation for our success in bringing attention to these products has always been our formula: technology leadership in dentistry, unbiased and not for profit."

"Best of Class" honorees are chosen by a panel composed of leading voices in dental technology, who come together each year to discuss,

## Here at the ADA

To learn more about DentaPure, stop by the booth, No. 3231 in the Tech Expo Arena.

debate and decide what products merit recognition. All technology categories are considered, but if there is no clear differentiator that sets a product apart in its category, then no winner is selected. Panelists who receive compensation from dental companies are prevented from voting in that company's category.

Over the years, the panel has developed a rapport that makes space for important conversations about the value of different innovations and how evolving categories become more or less valuable to the general dentist. The spirited debate that follows results in a variety of products – obscure and well-known, basic and aspirational – being honored.

"Technology decisions can be



(Photo/Provided by Crosstex)

expensive and confusing for many doctors. Our job as 'Best of Class' panelists is to eat, sleep, live, breath and use technology in our general practices in real, everyday dentistry. We also have a chance to show and discuss these products with dental students and colleagues," said Dr. John Flucke, writer, speaker and Technology Editor for Dental Products Report.

"This allows us to provide recommendations that a doctor and staff can rely on to make informed decisions regarding their technology purchases."

The panel consists of five dentists with significant knowledge of and experience in dental technology, including Shuman; Flucke; Paul Feuerstein, DMD, writer, speaker and Technology Editor for Dentistry Today; Marty Jablow, DMD, technology writer and consultant for Dr. BiCuspid; and Parag Kachalia, DDS, vice-chair of preclinical education, research and technology, University of Pacific School of Dentistry.

"With each new product innovation, infection control and prevention is our No. 1 goal. The addition of DentaPure into the Crosstex family of products allowed us to offer a waterline treatment solution that was not only effective and compliant but

also safe for our customers. To learn that such an astute panel of dentists selected DentaPure as 'Best of Class' is not only an honor but it is my hope that the acknowledgement will have more clinicians considering the treatment of their dental unit waterlines to safeguard patients and staff alike," said Gary Steinberg, president and CEO of Crosstex.

## About Crosstex

A division of Cantel Medical Corp., Crosstex manufactures a wide array of infection prevention and control products for the health-care industry. Founded in 1953 and headquartered in Hauppauge, N.Y., Crosstex sells products including face masks, which are 100 percent manufactured in its FDA-registered New York facility.

Sold in more than 100 countries, Crosstex products include DentaPure waterline treatment cartridges, sterilization pouches and accessories, patient towels and bibs, surface disinfectants and deodorizers, germicidal wipes, hand sanitizers, gloves, sponges, cotton products, saliva ejectors, evacuator and air/water syringe tips.

To learn more and watch simple installation videos, visit [www.DentaPure.com](http://www.DentaPure.com). Join the company online at [facebook.com/CrosstexProtects](https://facebook.com/CrosstexProtects).

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