

# today



### Scenes from the ADA

Lots of smiles, lots of new products — and even a little bit of Mickey Mouse.

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### Tips for a more profitable practice

Forget reading, 'riting and 'rithmetic. The real three Rs will keep you in business longer.

»page 16



### Getting to the nano details

Check out a dental composite that is not sensitive to cracks or stress concentrations.

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# First rate

By Robert Selleck, *today* Staff

■ For more than a few exhibiting companies and organizations, Thursday wasn't just the first day of the ADA 2015 exhibit hall, it was their first day ever to have products and services on display at America's Dental Meeting.

The Oral Cancer Foundation, which has been around since 1999, has been represented at a number of major dental conferences in recent years, but this marks the organization's first appearance in an ADA exhibit hall. Visit booth No. 1448 to learn about the rapidly growing organization's "I'm part of the CHANGE campaign," which is helping to increase oral-cancer-screening awareness among dental professionals. The nationwide organization also holds more than 30 runs/walks and other events annu-

\*see *FIRST*, page 3



• Keith Progebin, DDS, of Washington, D.C., takes a photo of Christin Carter, DMD, left, and Shannon Holcomb, DMD, both of Greenville, N.C., in the entryway of the Walter E. Washington Convention Center Thursday morning. Carter and Holcomb are graduates of the first class at the East Carolina University School of Dental Medicine. All three have participated in the Dominican Dental Mission Project, founded by 2015 ADA Humanitarian Award recipient Dr. Francis G. 'Frank' Serio. (Photo/Robert Selleck, *today* Staff)

# Only physics limits your C.E. options



• Todd Ehrlich, DMD, on the Live-Patient CAD/CAM Stage Thursday morning. (Photo/Robert Selleck, *today* Staff)

By Robert Selleck, *today* Staff

■ There's one simple way to take advantage of all of the C.E. opportunities at ADA 2015: Be in 120 places at once. And it's not just in the classrooms where attendees face the difficult task of narrowing in on just one of the many simultaneous offerings. Strolling through the exhibit hall at any time of day reveals an abundance of choices in C.E. opportunities.

At 10 a.m. alone on Thursday morning, if you were able to figure out how

to be in 10 places at once in the exhibit hall, you could have earned more than 12 C.E. credits before lunch. Among the options:

- "Investing in Practice Growth: When, Where and How" with Bryan Chambers was getting started in the Dental Office Design Center (booth No. 1737).

- "Laser Oral Surgery for the General Practitioner" was underway with Robert Convissar, DDS, in Room 1 of the Laser Pavilion (booth No. 2354).

- A few aisles over in the Spe-

cialty Pavilion in booth No. 3844, Alan Gluskin, DDS, was presenting "Mishaps and Legal Liability in Endodontics."

- On the Live-Patient CAD/CAM Stage (booth No. 2230), Todd Ehrlich, DMD, working with a volunteer patient, was taking attendees step-by-step through an impressioning and in-office milling procedure.

For those able to be in only one place at one time, the C.E. decisions never let up throughout the day. And those attendees without clones are in for far more of the same today.

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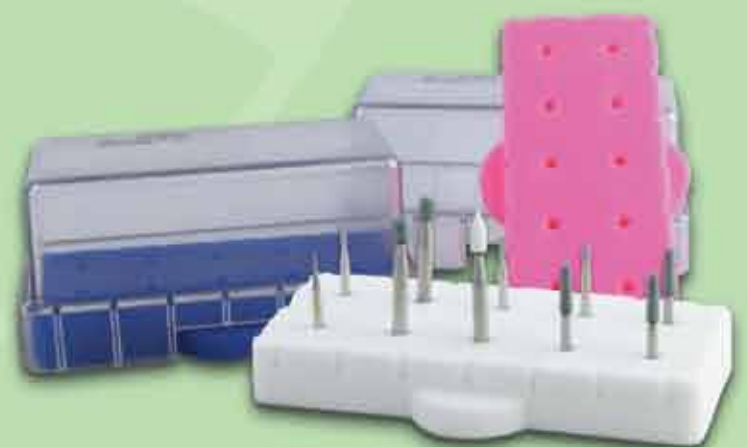
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### FIRST \*from page 1

ally to promote awareness among the public. Founder Brian Hill is an oral cancer survivor.

In booth No. 1051 you can find Nanova Biomaterials, still a relatively new company. But that newness hasn't stopped its products from attracting a growing legion of fans. Show specials include 50 percent off on StarBright, a flavored sodium fluoride varnish that enables young patients to brush in as few as four hours after application. Its other show special is \$20-per-syringe pricing and free shipping on the NovaPro Flow composite, which comes in packs of one, two or four. The company also is having a product raffle.

Anutra Medical is here for the first time because this is the first ADA to

be held after the FDA approved its Anutra Local Anesthetic Delivery System, which is described as the first-known FDA-approved, multi-dose, one-handed aspiration syringe that is fully disposable. The company is offering its "starter special" at \$549 instead of \$799. And it's also including a rebate offer on a subsequent purchase. You're welcome to stop by to learn more and try a hands-on demonstration.

Speak Creative, in booth No. 3442, isn't new to the Web development business, but after realizing a growing number of dentists were seeking out its services, the company decided it was time to more directly target such clients. The focus started after a new dental-school graduate used the company to create an online presence for his practice. He ended up being so

pleased he started referring all of his dental-school contacts.

"We drive traffic to you and convert visitors and leads into clients," said Alex Rasmussen, who will be manning the booth throughout the meeting. The company has expertise with all social-media platforms and digital media. "If somebody can find it on a digital device, we can help you with it."

Also among the more than 70 first-time ADA exhibitors is a company wearing one of the industry's oldest and most respected names: Henry Schein Surgical Solutions. Founded in 2013, the relatively new entity can be found in booth No. 2305. It describes its offerings as covering "everything from cotton rolls to cone beams." Be sure to check out one of its newest offerings on display: the iSy implant system.

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# Scenes from Thursday



• Eva Hernandez, left, and Nory Candelario of Trident Dental Laboratories (booth No. 614).



• Derrick Collins, left, and Janine Hillier of DMG America (booth No. 1929).



• Cliff Magnesson of SharperPractice (booth No. 504).



• Paul Kurtis of Ellman, a Cynosure Company (booth No. 542).



• The folks at Bisco Dental Products are at your service (booth No. 1037).



• Chuck Ferrara and Romeo Caicedo of Parkell (booth No. 701).

Photos by  
Fred Michmershuizen  
today Staff



• The team at Benco Dental Co. (booth No. 923).



• From left: Monica Escobar, Michelle Iribarren and Katherine White of Glidewell Laboratories (booth No. 2537).

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• They're all smiles at CareCredit (booth No. 1129).



• Kay Corbitt, left, and Joanne Costantini of Isolite Systems (booth No. 905).



• From left: Jenn Rees, Mark Lorberbaum and Vito Verzura of DentalVibe (booth No. 2705)



• Leilani Halkiotis of Henry Schein Dental Surgical Solutions (booth No. 2305), which is introducing the iSy digital implant system.



• A meeting attendee gets hands-on experience with scanning equipment at iTero (booth No. 1001).



• From left: James Johnsen, Mary McCauley and Ione Booth of Jordco (booth No. 531).



• From left: Sarah Coy, Dave Lage and Erika Flanigan of Essential Dental Systems (booth No. 1210).



• Nanette Crebassa of Kettenbach (booth No. 414).



• From left: John Dugan, Cheryl Gutmann and Meagan Delawder of DENTSPLY International (booth No. 2405).



• From left: Ricardo Youngblood, Heather Irwin and Randy Bailey of Shofu Dental Corp. (booth No. 2022). Youngblood is holding the company's EyeSpecial C-II camera.

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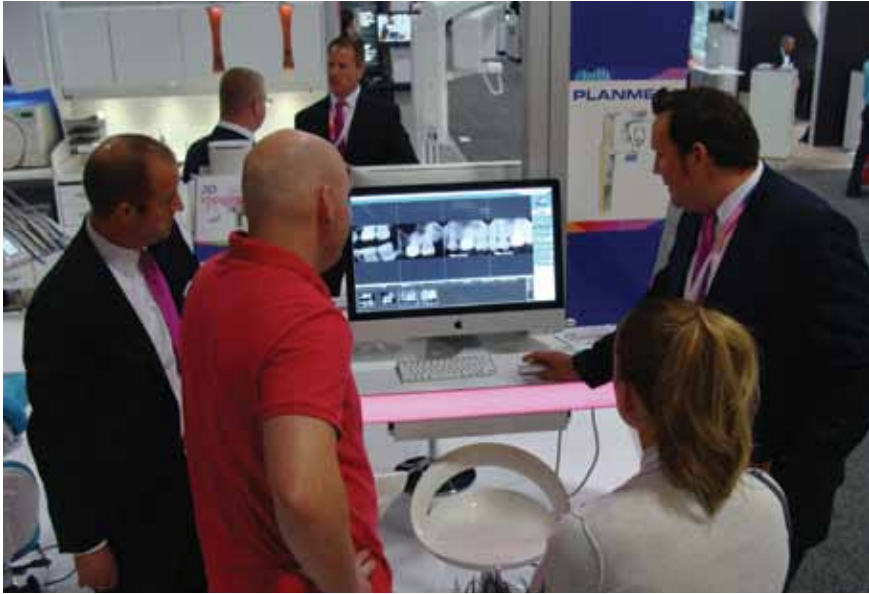
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• Meeting attendees learn more about imaging technology from Doug Rose at Planmeca (booth No. 2003).



• From left: Cynthia Cortes, Judy Fortsythe, Karen Riley and Katie Leonard of Pacific Dental Services (booth No. 2447).



• Tyler Guynn, left, and William Ingalls of Dental Education Laboratories (booth No. 1961).



• Meeting attendees learn about interoperability standards during an educational presentation on the exhibit hall floor.



• The marketing geniuses at PracticeGenius/Patient Rewards Hub (booth No. 1655) have plenty of tools for dental practices.



• The D.C. Dental Society Foundation presents the Wall of Wine on the exhibit hall floor.



• From left: Margaret Bartholomew and David Wells of GoJo Industries (booth No. 413) with Dr. Michael Goulding of Fort Worth, Texas.



• From left: Nello Pesci, Emilie Roberts and Alex Calaway of Prosper Healthcare Lending (booth Nos. 1901 and 3540).



• Johnson & Johnson Consumer (booth No. 737).





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