

today

It All Starts Here!
YANKEE
Dental Congress® | 2014



Get passionate

Remember how excited you were about dentistry back in the beginning? Make sure you always feel that way.

»page 4



Winning hygienists

We sit down with the two winners of the Pros in the Profession award and find out just what makes them tick.

»page 6

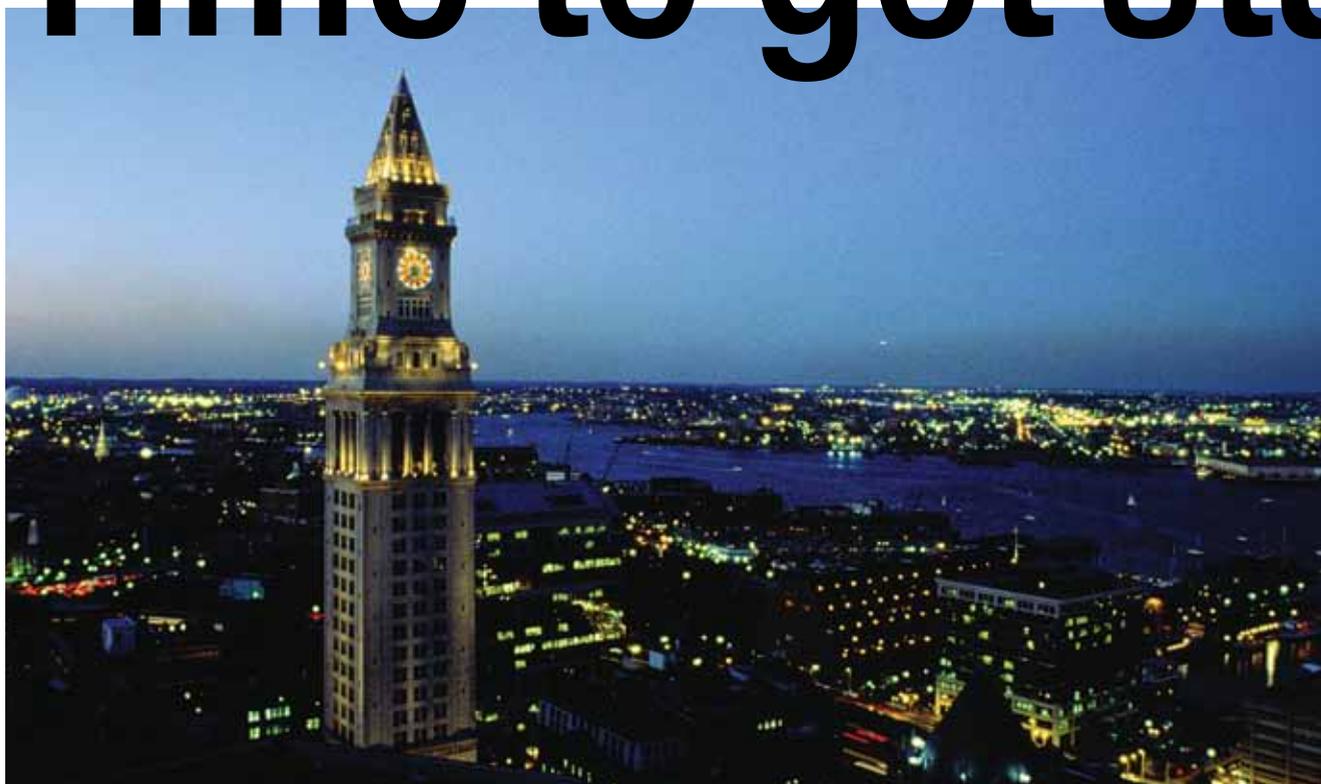


The science behind the pain

Ever thought about how to prevent pain you sometimes have to cause it? Well, now you don't.

»page 13

Time to get started



More than 300 C.E. courses and 450 exhibitors will help you kick 2014 off right

■ It's a new year and a new chance to put your best foot forward when it comes to your practice and your patients, and there is no better place to get started on that goal than here at Yankee Dental Congress 2014.

For the next three days, you will find a myriad of continuing education courses, a dental marketplace on the exhibit hall floor filled with the latest products and technological advances, and social activities offering the chance to network with fellow professionals in dentistry.

• Boston's first skyscraper, the 16-floor Customs Tower, was built at the end of the city docks to facilitate inspection and registration of cargo. (Photo/Provided by the Massachusetts Office of Travel & Tourism)

»see *STARTED*, page 3

Flash your badge to save on Boston attractions

■ Once the 2014 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 and "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/ydc

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.

- *Where:* Prudential Center, 800 Boylston St.
- *Discount:* \$2 off adult admission.
topofthehub.net/skywalk_home

Improv Asylum

Voted Boston's best comedy club, the Improv Asylum features improvisation and sketch comedy. Performances are Wednesday through Sunday evenings.

- *Where:* 216 Hanover St.
- *Discount:* \$5 off using promo code Yankee 14 at the box office or online
impovasyllum.com

Boston Celtics

The Boston Celtics and Yankee Dental have teamed up to reserve a limited number of 18-person luxury suites for Yankee Dental members who attend a



• New England Aquarium. (Photo/Kindra Clineff, Massachusetts Office of Travel & Tourism)

2013-2014 Celtics game event. Enjoy the game while enjoying a number of

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today Yankee Dental Congress Show Dailies Vol. 5 appear during the Yankee Dental Congress in Boston, Massachusetts, Jan. 30–31, 2014.

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STARTED *from page 1

YDC 2014 features more than 300 continuing education courses spanning a variety of subjects. For example, John Sorensen, DMD, PhD, and Sam Simos, DDS, will focus on restorative dentistry. Bart Johnson, DDS, will work on bringing the intersection of overall health and oral health to light in his general dentistry seminar.

For those looking to increase their practice-management skills, courses will be offered by Kirk Behrendt, Jennifer Blackmon, Mark Hyman, DDS, Lisa Gualtieri, PhD, Rachel Mele and Chris Scappatura.

In addition, William Wilson, DDS, will cover prosthodontics, and Chris Baker, DMD, RN, and Wick Alexander, DDS, will discuss topics in orthodontics.

Over in the exhibit hall, 450-plus exhibitors await your visit. Some highlights: Attendees can find a flossing system resembling miniature nunchucks at GumChucks at Oral Wise, booth No. 2423. The Stick, a division of RPI of Atlanta, booth No. 1047, has a "toothbrush for your muscles, a self-massaging tool that provides relief for muscle pain and soreness. And Philips Sonicare & Zoom Whitening is introducing its new black electric toothbrush at booth No. 613.

In addition to products and services, the exhibit hall offers continuing education courses right on the show floor. Catapult Continuum is new to YDC and covers wide-ranging, relevant topics brought to Yankee by the Catapult Group. There is no cost to attend.

Also new is the Social Media Hot

Spot, a program for dentists to learn about where the future of dentistry is headed, with courses highlighting the use of social media to market dental practices.

As for those social events, head over to Going for the Gold at Yankee tonight at 5:30 p.m. in the convention center ballroom. This free event features lights snacks, interactive games, music, stage acts and more

On Friday, Dan Abrams presents "Man Down" at 3 p.m. in the Seaport Hotel, Plaza Ballroom. Abrams, a legal analyst and broadcaster, will talk about how he tackled the toughest case of his career and turned conventional thinking upside down.

For more information, pick up the official program or download the YDC 2014 app on your smartphone or tablet.

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Renew your passion

By LVI Staff

■ Welcome to the Yankee Dental Congress, 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 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 about and what void it fills in your practice. The alumni who have completed programs at LVI were given an independent survey, and unlike the typical surveys of

For more information

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

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

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

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Crest + Oral-B names winners in the Pros in the Profession award program

Nominations open until Feb. 15

■ Crest® + Oral-B® continues to recognize registered dental hygienists (RDHs) who go above and beyond the call of duty with the third year of the Pros in the Profession award program. This award acknowledges the pivotal role hygienists play in their patients' lives, in addition to their unwavering personal commitment to promoting good oral health.

"We have seen extraordinary entries over the past several years, which is why we must continue to honor those hygienists whose passion shine through in their everyday work," said John Scarchilli, Global Scientific Communications for P&G Oral Care. "These individuals dedicate countless hours to furthering the oral health cause, so we are pleased to be able to applaud them publicly."

Two winners have been named thus far for the Pros in the Profession year three award, Michelle Vacha and Heather Steich.

Michelle Vacha, winner one

Vacha, RDH, BS, received her degrees from Northern Arizona University and has been practicing in Colorado Springs, Colo., for the past 24 years. Here is what she had to say.

Why did you nominate yourself for the Crest + Oral-B Pros in the Profession award?

I am passionate about our profession and want to show what dental hygienists are capable of. I am one person making a difference for an underserved population, but we hygienists are capable of providing so much more to our communities through our valuable work.

What do you plan on doing with the award?

I am so honored to be receiving this award. I am hoping the attention from it will bring awareness to the public and other hygienists who care for older adults. Through my work, I help seniors deal with specific health factors they face due to lack of dental support. We want to ensure all of the good work to maintain oral health throughout one's life is also preserved once insurance is no longer available through retirement or fixed income.

What fuels your fire to be the best dental professional possible, both in the office and out?

A majority of the general public does not realize all that hygienists do, all



Michelle Vacha, left, and Heather Steich, winners of the Pros in the Profession award for year three. (Photos/Provided by Crest Oral-B)

that we encounter and practice on a daily basis. We have similar training as other medical professionals, yet still maintain a lower overall recognition profile. I, for one, take such pride in my degrees that I've placed RDH, BS after my name on my personal checks, and I appreciate it when others ask what they stand for. My goal is to one day see the hygiene profession become self-regulated, like the nursing profession.

Why did you choose the career path you are on?

My hygienist, who has since become my mentor, introduced me to what I began to see as the perfect profession for a woman. Hygiene has created the perfect balance in my life to be a mom and a professional. I never realized how much more women are capable of by just thinking outside the box.

What is the No. 1 product you recommend to your patients? Why?

Oral-B power brushes! When power brushes came onto the market, the improvement in plaque and calculus control was immediate. Without asking, I could tell which patients were using an Oral-B power brush and which were not. The mechanics of Oral-B power brushes take the issue of manual dexterity out of the equation. Combine that with the Pro-Health line of products and the alcohol-free benefit of the rinse on a population whose mouths are already altered with the medications, it's a win/win solution.

What are you most looking forward to now that you are a Crest + Oral-B Pros in the Profession winner?

I have met so many powerful, incredible hygienists that I hope to embody every one of them as I travel to Kronberg, Germany, to learn about Oral-B's latest innovations. I believe hygienists are the best, and I will humbly do my best to represent the profession.

Heather Steich, winner two

Steich, RDH, received her degree at the University of the Pacific, Arthur A. Dugoni School of Dentistry, and has been practicing in San Francisco for the past five years. Here is what she had to say.

Why did you nominate yourself for the Crest + Oral-B Pros in the Profession award?

I nominated myself for the Crest + Oral-B Pros in the Profession award because I am dedicated to oral health care, and I'm excited to represent the profession. This award is a testament to the contributions of all dental hygienists and increases visibility to the profession.

What do you plan on doing with the award?

I will be taking my second oral health service/mission trip to Honduras this year. Last year I used my own funds for the trip, but this year I plan on using the award to put toward the expenses of the trip. In effect, the award will be going back to the community I love to serve!

What fuels your fire to be the best dental professional possible, both in the office and out?

Science is ever-evolving, and I find it fascinating to stay on top of the latest research. I also love attending national and international continuing education courses and conferences to re-energize my passion for the profession and for my patients. My patients deserve the best, so I strive to have the best information to provide them with outstanding patient experiences.

Why did you choose the career path you are on?

I chose the profession of dental hygiene because I love making people smile. I strive for positive health outcomes for each patient. When they

Here in Boston

Nominations for the Pros in the Profession awards program are open until Feb. 15. To learn more about the program, including how to nominate yourself or a colleague for consideration, along with rules and regulations, visit www.facebook.com/professionalcrestoralb or stop by the Crest Oral-B booth, No. 1006.



feel confident in their healthy mouth, they smile more, share more and get closer to others.

What is the No. 1 product you recommend to your patients? Why?

The No. 1 product I recommend to my patients is an Oral-B power toothbrush. There are a variety of options for them, depending on their preferences and pricing needs. They will get the value of a healthier smile, which is rewarding for both of us.

What are you most looking forward to, now that you are a Crest + Oral-B Pros in the Profession winner?

Now that I am a Crest + Oral-B Pros in the Profession winner, I am looking forward to the professionals I will meet in the future. I am thrilled that Crest + Oral-B recognizes that dental hygienists are an integral part of the dental health care team, and I'm sure there will be new opportunities to share experiences with others. Lastly, I am so excited to travel to Germany to Oral-B's German Innovation Center to learn more about the science behind the products!

Nominate today

Nominations for the Pros in the Profession awards program are open until Feb. 15. Crest Oral-B will identify one last exceptional RDH in the coming month. The winner will receive:

- An all-expense paid trip to visit the Procter & Gamble German Innovation Center in Kronberg, Germany.
- A \$1,000 monetary prize
- A recognition plaque
- Recognition in dental periodicals and announcements on the Crest Oral-B for Dental Professionals Facebook page and on www.dentalcare.com.

Nominees must be:

- RDHs with two years or more of clinical/ professional experience after graduation from dental hygiene school.
- RDHs who participate in community service.
- RDHs with work that goes above and beyond the call of duty.

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Now in capsule form

Shofu announces new delivery system for two of its products

By Shofu Staff

The CX-Plus capsule: A glass ionomer luting cement

Shofu Dental is announcing the launch of its GlasIonomer Luting Cement CX-Plus – now in a capsule form.

CX-Plus is an ideal, self-curing, glass ionomer luting cement designed for minimally invasive dentistry.

Indicated for cementing crowns, inlays, long span bridges and orthodontic appliances, CX-Plus has a high compressive strength, low film thickness and is radiopaque. It is resistant to water contamination and can exist in a moist environment.

CX-Plus Capsules bond to both enamel and dentin to provide an excellent marginal seal, thus minimizing postoperative sensitivity. Additional features are its high fluoride release and low levels of acid erosion. These, combined with its superior handling, fast setting time and three-year shelf-life, make CX-Plus an ideal luting cement.

Shofu's GlasIonomer Cement CX-Plus is available in powder/liquid form and now comes to you in a more convenient delivery system – the capsule. For application, simply shake the capsule to loosen the powder, push in the plunger to activate and mix for 10 seconds. Total setting time is four minutes, 10 seconds from start of mixing.

Dr. Fred Margolis, DDS, a pediatric dentist from Highland Park, Ill., who has used CX-Plus in a recent clinical case, said: "I have used CX-Plus Lut-

Here in Boston

For more information about Shofu's GlasIonomer Luting Cement CX-Plus and GlasIonomer FX-II, stop by the booth, No. 1229.



• **During the Yankee Dental Congress, buy one box of the new CX-Plus Capsules and get one box of Beautiful II A2 Tips free. (Photos/Provided by Shofu Dental)**

ing Cement for stainless-steel crowns and zirconium crowns for children. This cement is one of my favorites; it saves time and is reliable. Shofu's CX-Plus Luting Cement is great for pediatric crowns and works well, even for difficult moisture-control situations."

The GlasIonomer CX-Plus Capsules are available through your local dealer in a box of 50 for \$227.99 or \$4.56 per capsule. Stop by the Shofu booth, No. 1229, for a demonstration.

The GlasIonomer FX-II Capsule: a glass ionomer direct restorative
Shofu Dental is also announcing the



• **Before GlasIonomer CX-Plus**



• **After GlasIonomer CX-Plus**

launch of its new direct restorative, GlasIonomer FX-II Capsule. Those interested in seeing the material are encouraged to visit booth No. 1229 for a first-hand product demonstration.

The GlasIonomer FX-II Capsule is an esthetic, all-purpose, glass ionomer direct restorative, designed for minimally invasive dentistry. As a restoration, the material is shown to have superior levels of fluoride release/rechargability and compressive/tensile strength in comparison to other leading glass ionomers, making it ideal for high caries pediatric and geriatric patients.

In addition to this, adhesion to enamel and dentin is consistently stable at equal levels, creating a stronger marginal seal. The restoration experiences far less strain because of the

adhesive strength, and the thermal expansion properties are very similar to natural teeth. The radiopaque qualities of the new GlasIonomer FX-II display a highly favorable natural fluorescence.

The application benefits of GlasIonomer FX-II are equally noteworthy. One key benefit is there is no conditioner required for this material, resulting in faster application time. Simply prepare the cavity using the conventional method, mix the capsule for 10 seconds and apply. Net setting time is two minutes and 30 seconds. The combination of a fast setting time and no conditioning requirement greatly reduces valuable working time and allows one to see more patients within a day.

Unlike many other glass ionomer restoratives, the new GlasIonomer FX II Capsule demonstrates excellent handling and packability. Indications for use include non-load bearing C I and C II restorations in permanent dentition, restorations of C III and C V cavities and wedge-shaped defects, pediatric/geriatric restorations and core build-up and base/liner material. Offered in shades A2, A3, A3.5 and B2, the material is simultaneously translucent and opaque, creating an esthetic appeal and beautiful vita shade-matching abilities.

Shofu Dental's GlasIonomer FX-II Capsule is overall stronger and more durable and is a highly therapeutic, minimally invasive restorative, but the most impressive point of all is its price point – only \$4.54 a capsule, packaged in a kit of 50 with a total cost of \$227.70.

Stop by the Shofu booth, No. 1229, to experience the new GlasIonomer FX-II Capsule.



• **Buy one box of the GlasIonomer FX-II capsules during the Yankee Dental Congress and get one OneGloss PS Kit free.**

Healthgrades: Where prospective patients go to find a dentist

By Sesame Communications Staff

■ When consumers fire up their web browsers, the vast majority of them start at a search engine. According to research from Pew Internet, 93 percent of online activities begin with a search.¹ Health is a popular topic: 72 percent of Internet users looked online for health information within the last year.²

Today, the No. 1 source for new patients searching and scheduling appointments with health-care providers in the United States is Healthgrades.

Each year, more than 225 million visitors use the *Healthgrades.com* website to search, evaluate and connect with health-care providers. *Healthgrades.com* visitors represent the ideal demographic for dentistry — they are overwhelmingly female (72 percent), highly educated (84 percent have some post-secondary education) and affluent (52 percent have annual household incomes greater than \$75,000).

Healthgrades offers dental practices a large, highly focused audience of prospective patients. During the past 12 months, Healthgrades tracked more than 20 million searches for dental care providers. Most importantly, Healthgrades users don't just search — they schedule appointments. More than half (54 percent) of Healthgrades visitors will schedule an appointment.

Any way you slice it, Healthgrades visitors are an ideal target audience for growth-minded dental care providers. So what should your practice do to harness this traffic and fill your schedule?

Healthgrades has established a partnership with Sesame Communications, and dentists can now secure an enhanced profile, which will offer several strategic advantages over a standard Healthgrades profile. A Healthgrades Enhanced Profile from Sesame provides practices with:

- *Preferred provider placement in searches.* A Healthgrades Enhanced Profile gives your practice higher placement and greater visibility to patients searching for a dentist in your area. Having increased exposure to prospective patients ready to schedule an appointment will drive more new patient appointment requests.

- *Click-to-request appointments.* Enhanced profiles allow patients to request an appointment with your practice by simply clicking a button on your Healthgrades profile. This quick, automated process removes a potential barrier for patients looking to make an appointment, allowing your practice to optimize your conversion of new patients.

- *Complete, practice-branded profile.* Enhanced profiles offer comprehensive doctor and practice branding,

Here in Boston

To learn more about getting a Healthgrades Enhanced Profile of your own, stop by the Sesame Communications booth, No. 1835.

including full bio, address, procedures, location directions and detailed contact information.

New patient acquisition is the bloodline of practice growth and profitabil-

ity. For many practices, online search has become a primary source for new patient opportunities. Healthgrades is a compelling channel, with millions of prospective patients ready to schedule an appointment the moment they find the right dentist. A Healthgrades Enhanced Profile is your best opportunity to engage this audience and fill your schedule with new patients.

References

1. www.pewinternet.org/Reports/



• *Healthgrades.com* (Photo/Provided by Sesame Communications)

2012/Search-Engine-Use-2012/Summary-of-findings.aspx

2. www.pewinternet.org/Reports/2013/Health-online/Summary-of-Findings.aspx

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Photos courtesy of the Chicago Tourism Bureau, Todd Rosenberg, Ben Schramm & Mike Gustafson