

# today



## Scenes from Hinman Dental Meeting

Support our troops, test your swing on a putting green and get a product demonstration.

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## Striving to do it better every year

One CEO and chairman promises to keep holding his company to 'higher standards.'

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## Pick up a free e-book

Debra Engelhardt-Nash offers easy-to-follow tips for increasing production and case acceptance.

»page 10

# Atlanta has it all



• Products, service and technology are available from Atlanta Dental Supply (booth No. 1311) — and hundreds of other exhibiting companies — here at the 104th Thomas P. Hinman Dental Meeting. (Photos/Fred Michmershuizen, *today* Staff)

By Fred Michmershuizen, *today* Staff

■ It's the 104th Thomas P. Hinman Dental Meeting. Attendees have the opportunity to partake in some of the most valuable continuing education opportunities available in dentistry. The theme this year is "Your Total Health Connection" — a fitting slogan for a meeting offering nearly 250 courses presented by more than 75 speakers, including 27 who are new to the Atlanta meeting.

"Hinman offers an exciting lineup this year of best-in-class continuing education and exhibits that will provide your total health connection for everyone in attendance," said Dr. Jim Roos, general chairman of the 2016 Hinman Dental Meeting, in a press release announcing the start of the meeting.

»see ATLANTA, page 3

## So much to learn

By Fred Michmershuizen, *today* Staff

■ There's so much to learn here at the 104th Thomas P. Hinman Dental Meeting. The gathering here in Atlanta features more than 75 speakers presenting close to 250 courses, all under the theme of "Your Total Health Connection."

Key presenters include Dr. Wayne Kerr, Steve Anderson, Wes Moss, Joseph Jordan, Dr. Gordon Christensen and Dr. Parag Kachalia. Under such expert guidance, meeting attendees have an opportunity to learn new procedures as well as fine-tune existing skills.

Mini-residencies are being offered in pediatrics, geriatrics and cone-beam anatomy. The G.O.L.D. (Graduates of the Last Decade) program is back this year, plus there's a new S.I.L.V.E.R. (Strategies to Implement that Lead to a Valuable, Enjoyable Retirement) program for dentists looking to retire.

Also new this year on the exhibit floor is the Total Health Pavilion, featuring lectures on nutrition and health.

Check your meeting guide or download the 2016 meeting app to your smartphone for specific times and locations.



• Mary Ellen Psaltis presents 'Food as your Farm-acy,' one of many educational sessions being offered at the Hinman Total Health Pavilion, on Thursday morning. (Photo/Fred Michmershuizen, *today* Staff)



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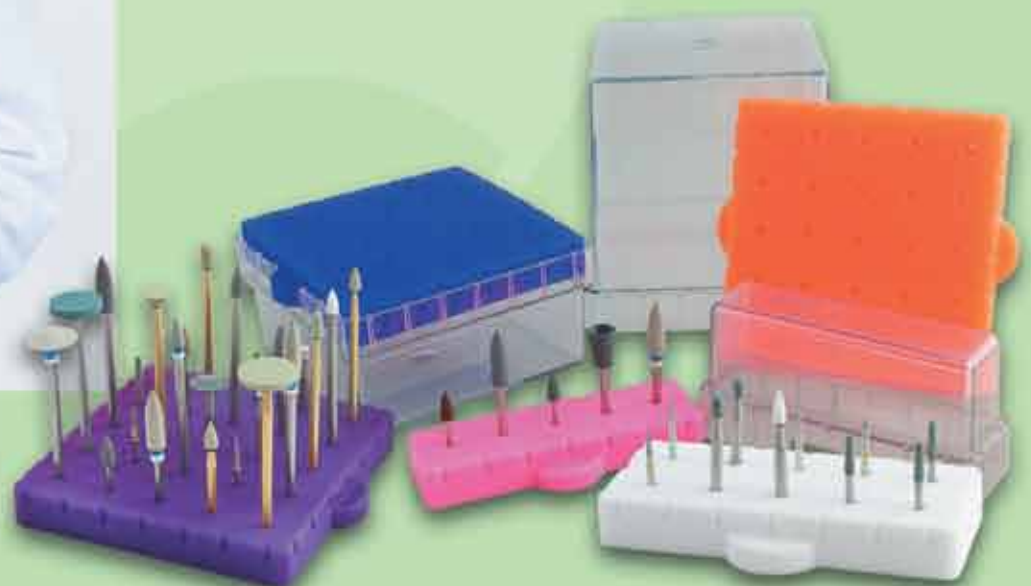
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Tribune America, LLC  
116 W. 23rd St., Suite 500  
New York, N.Y. 10011  
Phone: (212) 244-7181  
Fax: (212) 244-7185  
E-mail: [info@dental-tribune.com](mailto:info@dental-tribune.com)  
[www.dental-tribune.com](http://www.dental-tribune.com)

**Publisher & Chairman**  
Torsten Oemus  
[t.oemus@dental-tribune.com](mailto:t.oemus@dental-tribune.com)

**President/Chief Executive Officer**  
Eric Seid  
[e.seid@dental-tribune.com](mailto:e.seid@dental-tribune.com)

**Group Editor**  
Kristine Colker  
[k.colker@dental-tribune.com](mailto:k.colker@dental-tribune.com)

**Managing Editor**  
Fred Michmershuizen  
[f.michmershuizen@dental-tribune.com](mailto:f.michmershuizen@dental-tribune.com)

**Managing Editor**  
Sierra Rendon  
[s.rendon@dental-tribune.com](mailto:s.rendon@dental-tribune.com)

**Managing Editor**  
Robert Selleck  
[r.selleck@dental-tribune.com](mailto:r.selleck@dental-tribune.com)

**Product/Account Manager**  
Humberto Estrada  
[h.estrada@dental-tribune.com](mailto:h.estrada@dental-tribune.com)

**Product/Account Manager**  
Maria Kaiser  
[m.kaiser@dental-tribune.com](mailto:m.kaiser@dental-tribune.com)

**Product/Account Manager**  
Will Kenyon  
[w.kenyon@dental-tribune.com](mailto:w.kenyon@dental-tribune.com)

**Business Development Manager**  
Travis Gittens  
[t.gittens@dental-tribune.com](mailto:t.gittens@dental-tribune.com)

**Education Director**  
Christiane Ferret  
[c.ferret@dtstudyclub.com](mailto:c.ferret@dtstudyclub.com)

**Accounting Department**  
Nirmala Singh  
[n.singh@dental-tribune.com](mailto:n.singh@dental-tribune.com)



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**ATLANTA** \*from page 1

"We have assembled truly the best in the profession with a number of speakers new to Hinman, as well as special programs and courses designed to elevate learning for the more than 21,000 dentists and dental professionals who attend our annual meeting," Roos said.

On the show floor – where many folks were showing off St. Patrick's Day bling on Thursday – nearly 400 companies are demonstrating the latest dental technology, products, equipment and services. There are plenty of opportunities for dental professionals to shop the floor and get product and equipment questions answered. Some highlights:

- DentalVibe (booth No. 2112) is offering technology designed to take



• **Jean Spinell of Ivoclar Vivadent (booth Nos. 769 and 1027) gets into the St. Patrick's Day spirit with a green hat.**

the pain out of injections. Those who receive a painless injection are likely to write positively on the Internet about their experience at the dentist.

With eight out of 10 patients coming to a dental practice after reading a positive online review, the device is being marketed as a practice builder.

- Ellman (booth No. 1218) is showcasing its RadioLase 3 and Surgitron Dual RF 120 radiosurgery units, which can be used as an alternative to any procedure. The equipment is designed to offer both precision and versatility.

- At Nanova Biomaterials (booth No. 1750), meeting attendees can learn more about NovaPro (flowable) and NovaPro Fill (universal) composites reinforced by nanofibers.

- Available from Dextrix at the Henry Schein Practice Management Solutions booth (No. 819) is "Increasing Productivity and Case Acceptance," an e-book by Debra Engelhardt-Nash.

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AD



# Scenes from Thursday



• From left: Chris Lloyd, Kent Eggett and Charleen Beck of Henry Schein Practice Management Solutions (booth No. 819).



• From left: Casey Somaini, Sandy Britt, Greg Smith and Tim Faircloth of SurgiTel/General Scientific Corp. (booth Nos. 636 and 1345).



• Daniel Ngo of Glidewell Laboratories (booth No. 1712).



• From left: Amanda Salazar, Kay Corbitt, Tarah Despain and Mike Abott of Isolite Systems (booth No. 35).



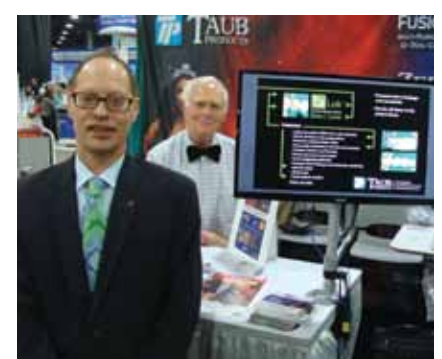
• Ryan Moore, left, and Robbie Odom of Kettenbach (booth No. 1144).



• James Kennedy of Classic Craft Dental Lab (booth No. 626).



• From left: Craig Goldstein, Ofir Zaidenberg and Shani Ozulay of Polaroid Dental Imaging (booth No. 652).



• Ed Matthews, left, and Larry Taub of TAUB Products (booth No. 509).

Photos by  
Fred Michmershuizen,  
today Staff





• From left: Kimberly Kask, Andrew Ritts and Stephanie Butler of Nanova Biomaterials (booth No. 1750).



• Jeanne Giovenco of DEXIS Digital X-ray (booth No. 1509) offers a demonstration of CariVu caries detection technology.



• From left: William Bramble, Vito Verzura and Robert Bradford of DentalVibe (booth No. 2112).



• Jack Solomon, left, and Pat Solomon of USO are here to help support our troops. Look for the USO tables in the 100 aisle of the exhibit hall floor.



• Delores Davis of Ellman, a Cynosure company (booth No. 1218).



• The folks at Hiossen (booth No. 1038) make use of their putting green.



• Rachel Ann Harry, left, and Charie Fabian of Handpiece Solutions (booth No. 308).



• Pat Peri of Anutra Medical (booth No. 2325).



• From left: Jennifer Horwath, Bill Steinitz and Kim Pienkowski of Planmea (booth No. 837).



# A system for storage, sterilization, organization

By Shofu Dental Staff

■ With an increasing emphasis on productivity, dental practices and laboratories are in a continuous search for smart solutions in storage and organization of rotary instruments.

Specifically, large-volume laboratories and practices with multiple operatories strive to streamline their procedures and reduce costs by minimizing the time and effort allocated to storing, coding, sterilizing and restocking myriad dental burs.

With the advent of BurButler, a fully autoclavable storage system for rotary instruments of all shank sizes, including CA, FG, HP and short shanks, bringing time- and cost-savings to the management of dental burs has never been easier to achieve, according to Shofu.

The BurButler is composed of a polycarbonate lid and a universal bur block made of resilient, medical-grade silicone, which possesses natural antimicrobial properties and the ability to withstand high temperatures without losing the integrity of form.

The base comes in five assorted colors – amber orange, amethyst



Shofu's BurButler is a system for storage, sterilization and organization of dental burs that grips CA, FG, HP and short-shank burs all in one block. (Photo/Provided by Shofu Dental)

purple, diamond white, ruby pink and sapphire blue – for coding and identification. Unlike many other bur blocks, the BurButler does not require plugs or extra parts to securely house instruments. The silicone block features a patented starburst design with a reverse fluting that helps hold burs in place, eliminating the risk of spilled or misplacing burs. The holes

also offer drainage for proper cleaning and sterilization.

Intended for customized mixing and matching of burs, the 5-, 10- and 25-hole bur blocks are designed to demonstrate ideal spacing between the holes. This property helps facilitate easy insertion and removal of burs and is safe for all fingers – petite or large, gloved or bare.

## Here in Atlanta

To learn more about the BurButler, stop by Shofu's booth, No. 1531, visit [www.shofu.com](http://www.shofu.com) or call (800) 827-4638.

Shofu's bur blocks are complemented by a protective lid, which is available in two sizes, regular and tall, and is made of thermoplastic. Both the lid and base can be autoclaved together.

Equipped with skirted grooves, the lid grips the base easily, and it can be removed with one hand. The clear lid makes it possible to view the content of a bur block, allowing for more efficient organization of rotary instruments.

Furthermore, color-coordinated bur blocks can also be used as sterilizable storage boxes for a variety of other components, including implant abutments, perio irrigation tips, provisionals, removables and other small items.

Whether used for storage, sterilization or organization of CA, FG, HP and short-shank dental burs, Shofu asserts that its BurButler will help bring time- and cost-savings to dental practices and laboratories.

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# Held to a higher standard

## A letter from the CEO and chairman of Atlanta Dental

■ A new year always brings to mind the things we need or desire to improve in our personal and professional lives. Our company abides in the belief that all things can be done better and that being complacent is a danger to any business.

There is another side that needs to be remembered as we think through the opportunities and possibilities of 2016.

There is a bumper sticker that reads, "When All Else Fails, Lower Your Standards." If we didn't live in a time where that statement often rings true, it would be humorous. Employee-owned businesses like your dental practice and Atlanta Dental never think that way. Our mutual goal is to find ways to raise the bar, not lower it.

We don't mind being held to a



Yolanda Curry, left, and Kathy Hutto of Atlanta Dental Supply (booth No. 669). (Photo/Fred Michmershuizen, today Staff)

"higher standard," and we strive to live out that commitment each day to our patients and our customers. It is the foundation of our success.

Today, we feel a "pull" all around us. New names and organizations in both dentistry and distribution

attempt to compromise and "lower the standards" while presenting their information in an attractive package. It creates conflict in the minds of those impacted because a glossy coating attempts to conceal the flaws.

### Here in Atlanta

Stop by the Atlanta Dental booths, Nos. 669, 1207 and 1311, to learn more about the company and its products.

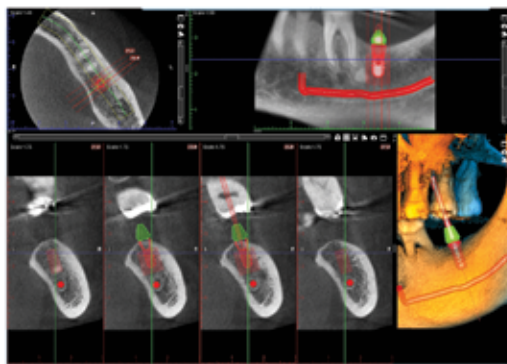
Non-dental entities from outside of the United States are purchasing fee-for-service practices and changing the practice philosophy overnight. Dental supplies are marketed by as many non-authorized and unqualified sources as there are legitimate distributors.

Commitment is needed now, more than ever, to protect this great profession.

Atlanta Dental will remain focused on ways to improve and elevate our level of service and value to you. We also remain committed to not changing the core beliefs and principles that have been the foundation of our company for 148 years. Thank you for holding us to a higher standard.

Sincerely,  
Gary Kirkus, CEO/Chairman,  
Atlanta Dental

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Obsidian (left), Ceramco3 (right)

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