

DAILY AT THE ADA!

DENTAL TRIBUNE

The World's Dental Newspaper • U.S. Edition

SATURDAY, OCTOBER 20, 2012 — Vol. 6, No. 3

www.dental-tribune.com

SCENES FROM THE ADA

Hang out with Ally the Alligator, shoot some hoops or just wander the exhibit hall aisles.

► pages 4 & 5



ART MEETS IMAGING

DEXIS celebrates the past and unveils the future at special Friday night event held at the SFMOMA.

► page 10



LUXURIOUS ADVENTURES

A vacation that is sure to please those who love to ski as well as those who love not to ski.

► page 14



Austin Powers shows off a dental laser at the Millennium Dental Technologies booth (No. 6806). Photos/Fred Michmershuizen, Dental Tribune

One more day to shop

Today is your last chance to check out everything the exhibit hall has to offer

By Fred Michmershuizen,
Dental Tribune

When it comes to innovative new products, there is plenty to explore at the American Dental Association's 153rd Annual Session and World Marketplace Exhibition. The exhibit hall here in San Francisco is teeming with new technology to improve patient care, plus services to help make your practice more efficient and profitable. But you better act fast, because today is your last chance.

Dental Tribune strolled the aisles to see what's especially exciting at this year's meeting. Here is a short list of some of the many highlights we found:

- Zimmer Dental (booth No. 5164) is announcing that it has received FDA approval to use the term "osseointegration" in describing the unique bone healing process made possible with its new Zimmer Trabecular Metal Dental Implant. According to the company, osseointegration refers to the healing potential of bone onto an implant surface and into an implant structure. The Trabecular Metal Dental Implant features an osteoconductive mid-section, formed from Trabecular Metal material, designed for ingrowth as well as ongrowth.
- Carestream Dental (booth No. 912) is

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Liven up your education options

By Robin Goodman, Dental Tribune

If you need a little "live" excitement in your day, don't forget to stop by today's Education in the Round live patient demonstrations in Moscone South, Room 103.

Friday morning's presentation, by Dr. Jon Suzuki and Dr. Craig Mukai, focused on "Soft-tissue Surgery for Augmentation of Keratinized Gingiva." In the afternoon session, Dr. Lee Silverstein presented "User-friendly Technique for Atraumatic Extraction of Teeth and Socket Grafting." Today, you can view "Lasers in the Dental Practice" and "TMD Examination, Diagnosis and Treatment."

In addition to the Education in the Round, today's education options in-

clude 26 workshops, 23 fee courses and 40 no-fee courses, which run until 5 p.m., so there's possibly still time to sign up for or sit in on a session or two. Lecture topics such as "Forensic Odontology 2012," "Controversies in Dental Implantology" and "Street Drug Update" are sure to give you plenty of food for thought.

If you are feeling more adventurous, try a workshop such as "Hands-on Oral Surgery," "Hands-on Lasers" or "Dental Implant Restorative."

Dr. Jon Suzuki and Dr. Craig Mukai present 'Soft-tissue Surgery for Augmentation of Keratinized Gingiva' on Friday morning at the Education in the Round theater.

Photo/Robin Goodman/Dental Tribune



The folks at Sultan Healthcare (booth No. 1726) are marking Breast Cancer Awareness Month with a special promotion.



◀ SHOP, Page 1

launching its CS 8100 digital panoramic system, featuring the latest imaging technology, offering practitioners a variety of imaging programs to obtain high-quality images effortlessly for improved diagnoses and treatments. With its compact footprint, the CS 8100 can be placed in even the smallest spaces.

- Wykle Research (booth No. 1643) is offering new products for endodontic treatment. Calasept irrigation needles are dual-side vented, luer-lock irrigation needles that are designed to provide for safe and effective irrigation. The dual-side vents optimize cleansing of canals, creating a “swirl” effect. The closed tip safely protects the apex.

Also available from Wykle are new Calasept color-coded irrigation syringes that are designed to eliminate risk

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For more information on any part of the ADA Annual Session, download the mobile app by searching for “ADA Annual Session 2012” in the app store.

when using multiple irrigation liquids.

- ReputationMonitor, available from 1-800-DENTIST (booth No. 230) is making its official debut here the ADA meeting. After being previewed to key opinion leaders and select dentists during the past month, the software — which displays all of a dentist’s reviews, social media mentions and online listings on a single screen — is now being presented to the entire industry.

- DentalEZ Group (booth No. 1908) is unveiling its new RAMVAC Osprey family of dental air compressors. According to the company, the compressor is designed for any dental practice looking

to increase productivity and decrease downtime servicing its utility room equipment. The new compressors provide clean, dry, oil-free air in even the busiest dental office environment.

October is Breast Cancer Awareness Month, and many companies here at ADA are holding special promotions to help increase awareness of the disease. One such company is Sultan Healthcare (booth No. 1726). A portion of the company’s sales of pink FlashTips will be donated to the National Breast Cancer Foundation.

“At Sultan, we want to ensure healthy practices for our customers on a daily basis,” the company said in a press release prior to the ADA meeting.

FlashTips are designed to reduce risk of cross-contamination that can occur with metal tips.

Report: Diode laser users choose Picasso Lite

Picasso Lite, by AMD LASERS, a global leader in dental lasers and dental laser education, was recently voted the most popular dental laser as surveyed by diode laser users in the most recent Clinicians Report, titled “Are Diode Lasers Worth the Investment?”

Picasso laser technology was evaluated and compared against eight other diodes in the market.

Clinicians Report (CR), an independent, non-profit, dental education and product-testing foundation, concluded that, “Picasso Lite has a good combination of features, ease of use, low cost and is a valuable adjunct for soft-tissue surgery and hemostasis” (CR, June, 2012). Picasso Lite was awarded an excellent-good rating overall with top ratings in several categories, including handpiece and cord, simple controls and has the most affordable disposable tips, among eight leading brands.

According to CR, 73 percent of clini-

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To learn more about Picasso Lite, visit www.amdlasers.com or stop by the booth, No. 6144.

cians surveyed would recommend a laser and 80 percent felt it was a good investment. To view the full report, please visit www.amdlasers.com.

Picasso laser technology continues to be the game changer it was in 2009 when it was launched, to a representative from AMD LASERS. In three years, its popularity has increased, and it has been, according to the CR report, more than twice as popular as a competitive product that has been around for 25 years.

“We gave clinicians what they asked for: an affordable dental laser for soft tissue that was easy to use and had world-class training support,” said Alan Miller, president and founder of AMD LASERS. “Picasso Lite delivered what no other laser could and continues to be the top pick

against new lasers that are on the market.

“CR is the most highly respected global testing facility for dental products and is the ‘go to’ report used by the majority of clinicians looking to make educated product purchases.”

CR was founded in 1976 by clinicians to help other clinicians make educated product purchases. CR was organized as a unique volunteer effort where clinicians worldwide would unite their expertise for the sole purpose of testing all types of dental products and disseminating results to colleagues throughout the world. To learn more about Clinicians Report, visit www.cliniciansreport.org.

AMD LASERS is a global leader at providing affordable laser technology for dental professionals preparing to take their practices to the next level. The integration of the Picasso line of soft-tissue dental lasers enables dental practices to provide treatment for soft-tissue surgery, periodontal treatment and laser whitening.

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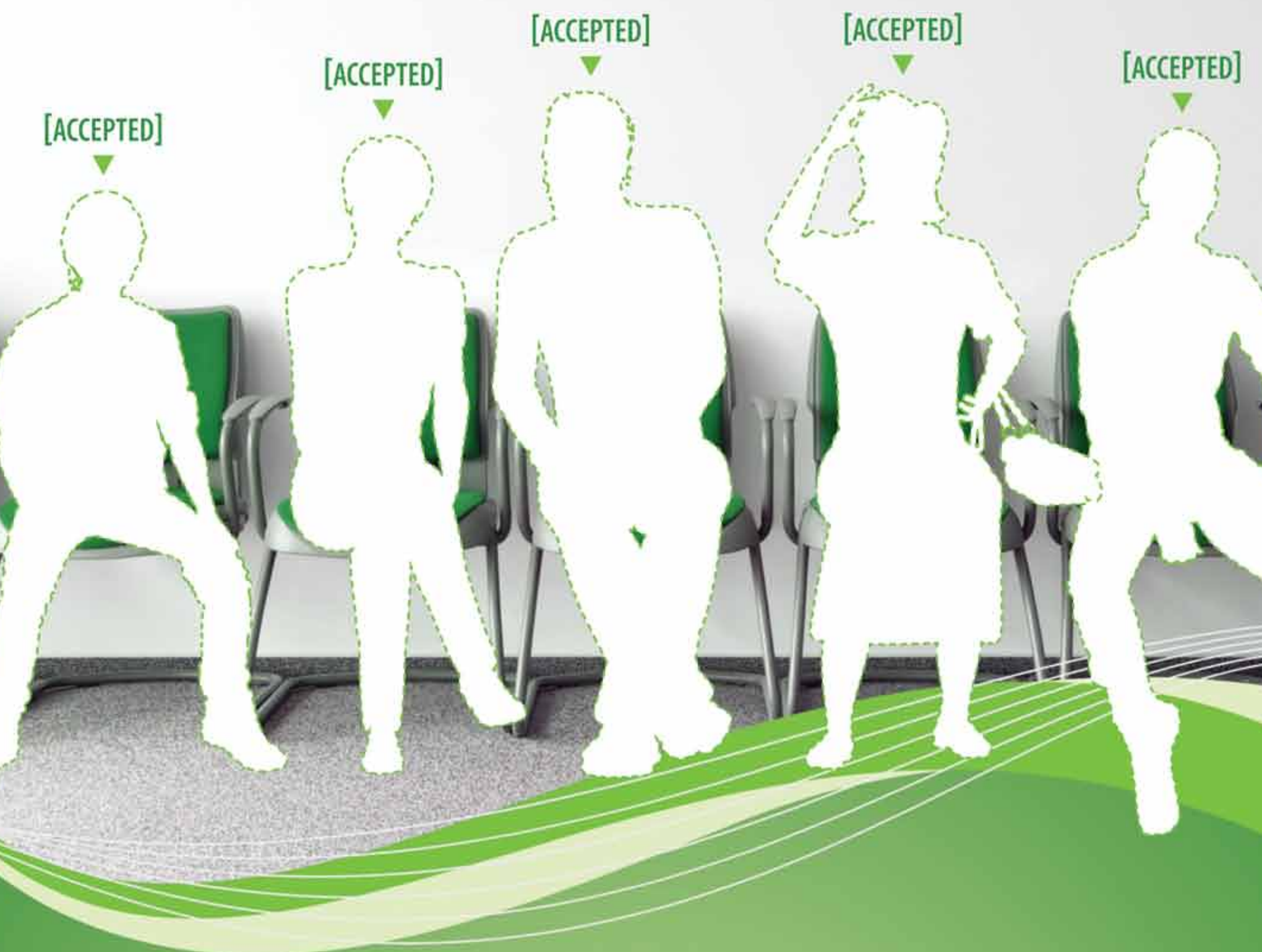
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Scenes from Friday



Jennifer Drake of National Children's Oral Health Foundation: America's Toothfairy (booth No. 5154).



Meeting attendees attend an educational presentation on the exhibit hall floor on Friday morning.



Laura Walsh, left, and Nicholas Santa are the ones with the cool giveaways at Air Techniques, booth No. 414.



Wayne Rees of VELScope/LED Dental (booth No. 1537) with the VELScope oral cancer screening device.



Barbara Cox of Hands On Training Institute (booth No. 5369).



Patrick Cooke of MIS Implants Technologies (booth No. 5258).



A lecturer offers product information at Quality Systems (booth No. 5560).



Jep Stuchbery of Tri Hawk Corp. (booth No. 1741).



John Bernhard leads an educational presentation at the Biolase booth (No. 2126).

Photographs by Fred
Michmershuizen,
Dental Tribune



Gene Casagrande, left, and Joseph D'Agostino of Milestone Scientific (booth No. 6458).



Dave Lage of Essential Dental Systems (booth No. 413).



The basketball court is open at Suni Medical Imaging (booth No. 2418).



Vince Vella, left, and Ally the Alligator at the Denticator booth (No. 6255).



Amy Fritsch of DMG America (booth No. 1536).



Nick Snow, left, and Sarah Tzdepski of Coltene (booth No. 2302) show off some of the company's products for endodontic treatment.



At left, hygienist Josalyn Sewell tells meeting attendees about products for periodontal treatment at Sunstar Americas (booth No. 6060).

Rex Koskela, left, and Mike McKenna of Photomed International (booth No. 6455).



Meeting attendees crowd the aisles of the ADA exhibit hall on Friday morning.

LVI regional events: the future of dentistry

By LVI Staff

Feel like you're stuck in a rut? Need a change? Having a hard time getting things going with the worry about the economy? This is your golden opportunity to regain control of your practice and recapture your passion for dentistry. Think about attending a Las Vegas Institute for Advanced Dental Studies LVI Regional Event. You have the opportunity to discover the path that will lead to both personal and professional satisfaction.

As a dentist, you may have heard about LVI and even considered taking a course, but you simply cannot justify spending the money or going through the trouble to bring a patient all the way to Las Vegas to find out what LVI is all about. That makes this the best time to attend one of our regional events, especially if you are feeling bored with the same thing every

Contact

For more information, go to www.lviglobal.com, like LVI on Facebook at www.facebook.com/LVIGlobal or follow LVI on Twitter at @LVIGlobal.

day or feel stuck with the old way of doing things and just can't seem to get out of the rut you are in.

LVI one- and two-day regional events are designed to share with the participants a more professionally satisfying and profitable way to practice dentistry. You will receive valuable information about LVI's esthetic and occlusal philosophies that are revolutionizing our profession.

Among the several things you will learn during the course of the meeting are how to create a golden age of dentistry in your own office, how to take a T.E.N.S. bite for optimal position to restore your cases and how to turn your patients into



You don't have to make a trip to LVI headquarters in Las Vegas to learn what the program is all about. Attend a regional event close to you instead.

Photo/Provided by LVI

guests and make it easier for them to accept comprehensive treatment. Finally, hear from our experienced LVI regional directors about their personal journey and how you can create one, too.

By attending a regional event, you will take the first step toward boundless opportunities for you and for your patients', whose lives will change for the better. Regional events are held throughout the year in different locations around the United States and Canada. Visit www.lvi

global.com/regional-events for a schedule and more information.

Attending a regional event will give you the tools to make a better income and afford better equipment, but while that is great, the most important thing it will do is allow you to deliver better quality of care and a higher quality of living for your patients. It is time for you to learn firsthand what LVI is all about — and once you have experienced it, enjoy the benefits of your education and training.

AD

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CAESY expands to the clouds

CAESY Cloud is Patterson Dental's latest addition to the CAESY Patient Education Systems family of products. CAESY Cloud is online and guarantees dental professionals immediate access to more than 280 multimedia patient-education presentations, including the most up-to-date materials featuring 3-D animation, full-motion video, narration and colorful images. CAESY Cloud features include:

- *Easy startup with no installation required* and only a low monthly subscription fee so you can start using CAESY Cloud in your practice immediately.
- *Compatible with/accessible by both PC and Mac services*, smartphones and the iPad, iPhone and iPod — no additional software purchases are necessary.
- *No network connections are necessary between participating computers*, allowing presentations to be accessed from multiple locations within the practice with no additional charge.
- *Presentations are updated frequently*, and with the ease of a standard Internet connection, users will immediately be able to use the latest videos in all patient appointments.

With the addition of CAESY Cloud, dental professionals now have more tools and more options to present their patient education materials. There are three chairside formats to choose from — CAESY Cloud, CAESY DVD or CAESY Enterprise — as well as front-office programming with the Smile Channel. According to Patterson, countless dental professionals have seen how CAESY optimizes staff time, eliminates the fatigue of repeating explanations and increases case acceptance rates in the practice.

Dr. Marty Jablow, a beta-tester and new user of CAESY Cloud, said: "I have found the convenience of a cloud-based system delivers many benefits in comparison to the alternatives. Using a cloud-based system eliminates the need for time-consuming and frustrating installations. It's as simple as opening up a web browser and logging in to a website.

"With some other patient education systems, there is a need to update software or install the latest version. However, with CAESY Cloud, practices have instant access to all updates and all new presentations automatically. There is no hassle updating software. IT headaches and, more importantly, IT costs are eliminated by using the cloud.

"I find that using CAESY Cloud along with other educational tools, such as CAESY Smile Channel from Patterson Dental in the reception area, is an effective way to educate patients and create new business," Jablow said. "I would definitely recommend it for small and large practices alike that want to increase case acceptance rates and put their practice at the forefront of technology."

CAESY Education Systems has been one of dentistry's premier developers of leading-edge patient education technology and content since 1993. Patterson Dental Supply acquired CAESY in May 2004. The award-winning multimedia information on preventive, restorative and esthetic treatment options helps dental practices worldwide educate

Here at the ADA

For more information, visit www.caesy.com, call (800) 294-8504 or stop by the Patterson Dental Supply booth, Nos. 716/725/727.

their patients and grow their practices.

The CAESY content is distributed via video and computer networks, DVD players and now through the cloud throughout the clinical and reception areas of a dental practice. The entire family of products includes CAESY Cloud, CAESY DVD, Smile Channel DVD and CAESY Enterprise, which includes CAESY, Smile Channel and ShowCase.



CAESY Cloud for iPad and laptops. Photos/Provided by Patterson Dental

AD

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— Michael C. DiTolla, DDS, FAGD

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Lumident, Inc.	Indianapolis	IN	866-586-4336
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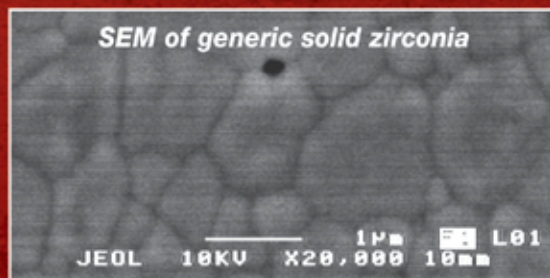
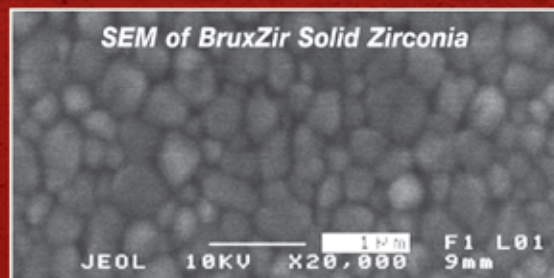
deliver more lifelike results

Here's why... The high-resolution photomicrographs below capture cross-sectioned samples of BruxZir Solid Zirconia and two generic competitors. The visible white spots in the competitor samples reveal agglomerates that remain after the sintering process, which decrease translucency and flexural strength. BruxZir Solid Zirconia has a smaller grain size and is nearly free of agglomerates. Unique, patented colloidal zirconia processing gives BruxZir Solid Zirconia higher flexural strength and provides more natural-looking restorations.

Note the differences in these photomicrographs of solid zirconia brands

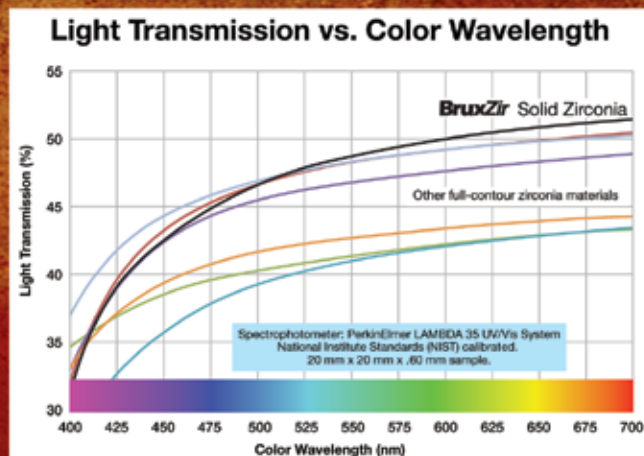


BruxZir zirconia's 50% smaller average grain size improves its physical properties



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Drake Precision Dental Laboratory	Charlotte	NC	800-476-2771
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Kiess Kraft Dental Laboratory	Omaha	NE	800-553-9522
H & O Dental Laboratory	Manchester	NH	800-543-4312
Excel Berger Dental Laboratory	North Brunswick	NJ	800-438-3384
Ideal Dental Laboratory	Albuquerque	NM	800-998-6684
Core 3D Centres, LLP	Las Vegas	NV	888-750-9204
Digital Dental Studio	Henderson	NV	702-992-4055
Las Vegas Dental Studio	Las Vegas	NV	800-455-1598
Las Vegas Digital Dental Solutions **	Las Vegas	NV	800-936-1848
Creo Dental	New York	NY	212-302-3860
Elegant Dental Laboratories	Brooklyn	NY	877-335-5221
MobileTek Dental Labs	New York	NY	917-747-7519
Smile Design Dental Laboratory	Port Washington	NY	516-472-0890
AccuTech Dental Lab	Reynoldsburg	OH	614-751-9888
John Hagler, CDT	New Albany	OH	614-560-5667
New Era Dental Arts, LLC	Sylvania	OH	800-971-8201
Northwest Ceramics Inc.	Columbus	OH	614-451-9597
ROE Dental Laboratory	Garfield Heights	OH	216-663-2233
Salem Dental Laboratory	Cleveland	OH	800-747-5577
Tooth Fairy Dental Lab	Findlay	OH	419-429-8181
Flud Dental Laboratory	Tulsa	OK	800-331-4650
Great Southwest Dental Laboratory	Oklahoma City	OK	800-777-1522
Imperial Crowns Dental Laboratory	Broken Arrow	OK	866-207-0858
Applegate Dental Ceramics	Medford	OR	541-772-7729
Ceramicraft Dental Lab	Bend	OR	541-318-7808
Albensi Laboratories**	Irwin	PA	800-734-3064
DeLux Dental Laboratory	Reading	PA	800-541-5642
Dynamic Dental Group: Toothsmiths	Lititz	PA	717-626-8806
Innovative Dental Arts	North Huntingdon	PA	866-305-5434
Newtech Dental Laboratories	Lansdale	PA	866-635-5227
Maverick Dental Laboratories	Export	PA	866-294-7444
Thayer Dental Laboratory	Mechanicsburg	PA	800-382-1240
Sherer Dental Laboratory	Rock Hill	SC	800-845-1116
Bauer Dental Studio	Mitchell	SD	800-952-3334
Dental Prosthetics Lab	Clarksville	TN	931-647-2917
Peterman Dental Laboratory	Nashville	TN	800-476-1670
R-Dent Dental Laboratory	Bartlett	TN	877-733-6848
Rogers' Dental Laboratories	Athens	TN	800-278-6046
S & H Crown & Bridge Inc.	Knoxville	TN	888-506-1263
Wade Dental Ceramics	Maryville	TN	865-982-4324
Affordable Cosmetic Laboratories	Arlington	TX	817-792-3806

LABORATORY	CITY	STATE	PHONE
Crystal Dental Ceramics	Richardson	TX	972-680-1660
Dental Dynamics Laboratory Inc.	Arlington	TX	817-792-3000
MDA Studio, Inc.	Corpus Christi	TX	888-544-3307
Natural Arts Dental Laboratory	San Antonio	TX	800-322-6235
Oral Designs Dental Laboratory, Inc. **	San Antonio	TX	800-292-5516
PCB Dental Lab	Richardson	TX	972-671-3894
Stern Empire Dental Laboratory	Houston	TX	800-229-0214
Stern Reed Associates Dental Laboratory	Addison	TX	800-888-8341
Stern Tyler Dental Laboratory	Tyler	TX	800-926-1318
Accudent Dental Lab	West Jordan	UT	801-231-6161
Arrowhead Dental Laboratory	Sandy	UT	800-800-7200
Crown Laboratories Inc.	Sandy	UT	800-574-1911
Crystarr Dental Design	Salt Lake City	UT	800-343-2488
Epic Dental Studios **	American Fork	UT	801-756-1117
Evolution Dental Studio	Draper	UT	801-432-7446
Precision Milling Center	West Valley	UT	877-810-6210
Treasure Dental Studio	Salt Lake City	UT	800-358-6444
Via Digital Solutions **	Sandy	UT	888-484-6842
Art Dental Lab	Chantilly	VA	888-645-7541
NexTek Dental Studios	Manassas	VA	800-678-7354
P & R Dental Lab Inc.	Alexandria	VA	703-916-8866
The Point Dental Studio, LLC	West Point	VA	804-337-5477
McElvain Dental Laboratory	Colville	WA	509-684-8620
Pacific Dental Arts Inc.	Olympia	WA	877-438-1882
Ziemek Aesthetic Dental Lab **	Olympia	WA	866-943-6357
Haag Dental Laboratory	Kenosha	WI	262-694-4732
Lord's Dental Studio	DePere	WI	800-821-0859
Saber Dental Studio	Waukesha	WI	800-365-3210
Midtown Dental Laboratory	Charleston	WV	800-992-3368

INTERNATIONAL SERVICING THE U.S.

Smith-Sterling Dental Laboratories**	Cartago	Costa Rica	800-479-5203
EPS Dental Studio	Cuernavaca, MO	Mexico	347-246-5203
Pacific Edge Dental Laboratories**	Baja California	Mexico	800-889-9323

CANADA

Core 3D Centres, LLP	Calgary	AB, Canada	877-308-7717
Highland Dental Laboratory	Calgary	AB, Canada	800-504-3199
Protec Dental Laboratories Ltd. **	Vancouver	BC, Canada	800-663-5488
Impact Dental Laboratory	Ottawa	ON, Canada	800-668-4691
Smile Designs	Guelph	ON, Canada	519-836-1100
Carlton Dental Labs	Prince Albert	SK, Canada	800-667-5525

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