

today



Live from the exhibit hall floor

Dr. Charles Schlesinger takes to the stage to demonstrate changes in implantology.

»page 6



Tips for a more profitable practice

Dental success starts with a personal touch. How do you connect with your patients?

»page 8



Get outside and see New York

There is a lot to do in the City – and there are quite a few new things since last year!

»page 46

Bask in it all

91st GNYDM really does offer something for everyone

By **today**Staff

■ It's a good thing the 91st Annual Greater New York Dental Meeting lasts through Wednesday, because with so many new additions on top of the already large number of workshops, seminars, special events and exhibitors, there is almost not enough time to get everything done.

For instance, this year alone, the

*see ALL, page 3



• You can see all of New York City and beyond from One World Observatory – located at the top of One World Trade Center. (Photo/Fred Michmershuizen, **today** Staff)

Orthodontics takes center stage in new conference

Ribbon-cutting today

By **today**Staff

■ For the first time this year, the Greater New York Dental Meeting is presenting the Global Orthodontic Conference, which features five days of seminars and workshops given by an array of notable names.

Some of the topics on tap for the conference, which began Saturday, include orthodontics for the general

practitioner, practical lessons about early orthodontic treatment of dental problems and 3-D guided approaches to management of the maxillary impacted canines and muco-gingival problems.

A ribbon-cutting ceremony to officially launch the conference will take place at 1:30 p.m. today on the exhibit hall floor, booth No. 318.

For more details about the seminars and workshops, check the on-site guide or download the GNYDM 2015 mobile app.

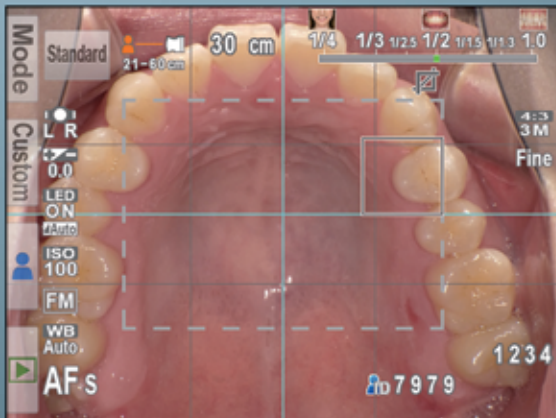
“IMPLANTS? I DON'T PLACE IMPLANTS.”

Although you may not place implants, your patients depend on your treatment recommendations. With changes in healthcare calling for more affordable options, the time to act is now.

Industry reports cite that cost, time and fear of surgery ultimately cause many patients to walk away from implant procedures. Eliminating some of these obstacles will give many more patients the option to proceed with your recommendations and benefit from improved quality of life.

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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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Flags of many nations are on display in the entrance area, emblematic of the many visitors from overseas, during the 2014 Greater New York Dental Meeting. (Photo/today Staff file photo)

ALL *from page 1

Greater New York Dental Meeting organizers are introducing a Global Orthodontic Conference, with offerings for specialists and general practitioners, that lasts five days and a full-day International Oral Cancer Symposium, which took place Saturday.

These new events come on the heels of last year's inaugural World Implant Expo, which returns this year with "second annual" in its title. The expo features top speakers and the latest information on implant treatments and technology.

Also back this year is "ColLaboration: Education for Dental Laboratory Technicians."

On top of that, more than 275 speakers from across the world are presenting more than 300 educational sessions, courses, hands-on workshops and demonstrations throughout the meeting. And over in the exhibit hall, more than 700 companies, encompassing more than 1,600 booths, are showing off the latest products and technology in the industry.

A central attraction in the exhibit hall returns this year, with eight real-patient demonstrations scheduled in the Live Dentistry Arena. Also back this year is the Technology Pavilion with educational programs on lasers, digital scanning, CAD/CAM and cone beam.

The meeting features a variety of programs specifically oriented toward women practitioners. There is also a designated program for new dentists.

Tickets are required for all programs with the exception of the alumni/affiliated group programs and the Live Dentistry Arena. Many sessions are multilingual (Spanish, Russian, Portuguese, French and Italian).

Today at GNYDM: What to know

When and where do I register?

Registration takes place in the Upper Level of the Javitz Convention Center. Registration hours are as follows:

- **Today-Tuesday:** 8 a.m.-5:30 p.m.
- **Wednesday:** 8 a.m.-5 p.m.

What are the dates and times for the exhibit hall?

- **Today-Tuesday:** 9:30 a.m.-5:30 p.m.
- **Wednesday:** 9:30 a.m.-5 p.m.

Can I still buy tickets to any of the paid functions?

Yes. Tickets for all still-available functions can be purchased at all general registration booths located in the registration area on the Upper Level of the convention center. You must pay by cash or credit card.

What about food during the meeting?

Full-service and specialty cafes, food carts and restaurants are located throughout the convention center. Options include a variety of hot and cold sandwiches, salads, snacks and beverages.

What if I'm an international visitor?

The GNYDM has a hospitality center just for international visitors. Find it in the international registration area in the Upper Level of the Crystal Palace. The center is open whether you want to relax or join colleagues for a cup of coffee. The hours are as follows:

- **Today-Tuesday:** 8 a.m.-5:30 p.m.
- **Wednesday:** 8 a.m.-5 p.m.

What if I want to bring my kids?

Children are allowed to attend the meeting. However, baby strollers are not permitted on the exhibit hall floor. A limited number of baby carriers are available in the Exhibits Office.

Today, an offering of children's programs are available.

In the Special Events Hall Lower Level 1, there will be a family fun concert and face painting from noon to 2:30 p.m., along with a carnival during the same timeframe. Also in the same place, from 11:30 a.m.-2:30 p.m., will be a child identification program. This program is free and takes only about five minutes.

Be sure to download the GNYDM 2015 mobile app to make it easier to plan out your attendance strategy. The app's planning tools include a comprehensive search engine and

interactive maps that make it easy to find companies, discover products, navigate the show floor and stay up-to-date with meeting-related news and events.

SIROWORLD celebration kicks off

Tonight's event is the first of many planned at several dental shows

■ Sirona Dental will kick off its SIROWORLD Celebration events tonight at the TimesCenter, located at 242 W 41st St. between 7th and 8th avenues, in the heart of the Times Square District.

Attendees will be treated to an evening of dental education, networking opportunities and food and drinks. They will also hear from special guest speaker Daymond John, an award-winning business executive and star of the ABC network's show "Shark Tank."

John will discuss his path to success and key concepts in becoming a connoisseur in one's own practice. Attendees will gain in-depth insight into how personal brand affects all aspects of life, including personal branding and the branding of your dental practice, products and concepts.

Additionally, Dr. Mike DiTolla will present the latest technology advancements in dentistry, and Fred Joyal of 1-800-DENTIST will share how dentists can take their current



• **Daymond John, star of ABC's 'Shark Tank,' will be the special guest speaker at today's first SIROWORLD Celebration event, being held at the TimesCenter in the Times Square District. (Photo/ Provided by Sirona)**

social media strategy, tactics and implementation to the next level of customer engagement, profitability and ROI.

Tonight's event is just the first of many SIROWORLD Celebration

Here at the GNYDM

For further details on SIROWORLD membership and information, and on tonight's festivities, please visit www.SIROWORLD.com or stop by the Sirona booth, No. 4600.

events, all scheduled in conjunction with major dental trade shows and leading up to the annual SIROWORLD Celebration event, which will take place Aug. 11 to 13 in Orlando.

"SIROWORLD is the event we always dreamed of creating for the dental community," Sirona President Michael Augins said. "SIROWORLD is an all-encompassing, epic-scale educational experience that could not be contained to only celebrating in August; therefore, we are celebrating SIROWORLD throughout the year at various industry trade shows."

• At the Chicago Dental Society meeting, Sirona is hosting a SIROWORLD Superheroes of Dentistry party on Friday, Feb. 26, at the

House of Blues. Attendees are encouraged to dress in their best superhero costume.

• A special SIROWORLD event is also planned during the California Dental Association – South meeting, scheduled in May. More details, including location, special celebrity speaker, date and time, will be announced tonight.

SIROWORLD is a membership-based community in which like-minded visionaries gather to create the largest network of technology-driven dental professionals. Membership includes access to the annual SIROWORLD event, featuring three days of educational sessions, networking opportunities, entertainment and special celebrity appearances.

Additionally, SIROWORLD members may attend exclusive educational events at major U.S. trade shows, get optional VIP access/reserved seating and join special SIROWORLD trips (e.g., IDS visit or Sirona Bensheim

*see CELEBRATION, page 6

AD

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Live from the exhibit hall: It's Dr. Charles Schlesinger

By OCO Biomedical Staff

■ OCO Biomedical's chief operating officer/director of clinical affairs, Charles Schlesinger, DDS, will take the stage to lecture and perform a live surgical demonstration as a focal point of his seminar, "OCO Biomedical: Changing Implantology Today."

The session will be presented from 2:30 to 5 p.m. Monday in the Live Dentistry High-Tech Arena, Aisle 6200, Room 5, on the exhibit floor.

According to the company, "OCO Biomedical: Changing Implantology Today" is a fast-paced lecture and live surgical demonstration perfect for both practitioners and support staff. Schlesinger's live surgical demonstration will introduce attendees to the fundamentals of immediate/early load technology made possible by the evolution of implant design. They will learn about the factors that make this advanced treatment protocol a reality in any dental practice.

The evolution of implant design pioneered by OCO Biomedical more than 10 years ago allows for biomechanically active vs. passive implant therapy. This increased immediate stabilization or osseous fixation is due to the patented dual stabilization design that all full-size OCO Biomedical implants share.

During the surgery, Schlesinger will use OCO's Guided Surgery System. Attendees will experience firsthand what OCO's immediate/early load technology can do to influence implant treatment. They will also gain knowledge of the OCO surgical protocol that, according to the company, can enable efficient, predictable implant surgical results, improve patient care and build practice performance.

"For the fourth year in a row, OCO Biomedical is proud to sponsor and participate in this exciting, information-packed seminar," Schlesinger said. "This year, while I perform the live surgery with OCO's unique Guided Surgery System, I will address each step point-by-point. Practitioners will immediately become familiar with our latest products, procedures



• OCO Biomedical's Dental Implant System. (Photo/Provided by OCO Biomedical)

and protocols and learn how to implement OCO's clinically proven system. I will be available at our booth immediately following the lecture and for the duration of the Greater New York Dental Meeting."

This year, in addition to highlighting the OCO Guided Surgery System and the company's extensive product line, OCO Biomedical will unveil its updated and expanded 2016 Regenerative Products Catalog. Also provided will be enrollment information for the upcoming 2016 OCO Biomedical International Dental Implant Symposium and Pre-Symposium courses. OCO Biomedical Representatives will be onsite at booth No. 4524.

According to David D. Dalise, DDS, OCO Biomedical founder and chief executive officer: "Year after year, OCO Biomedical is honored to participate in GNYDM, the nation's largest dental meeting, exhibition and congress. OCO will be celebrating its 40th anniversary in 2016, which demonstrates our commitment to, and success in, providing the implant community with innovative, world-class products, technology and training. The 2015 GNYDM offers an incredible opportunity for our colleagues to share this upcoming company milestone with us as we once again intro-

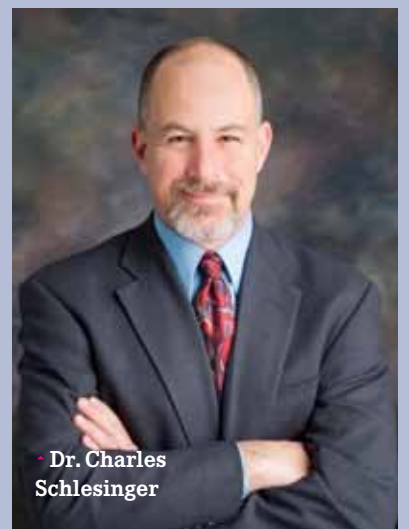
duce products, technology and training unparalleled in the industry."

Dalise further states: "Dr. Schlesinger's live surgery event, using our exclusive and proprietary Guided Surgery Kit and System, is a perfect example of our continued product innovation over this last year alone. This special event and our 2015 exhibition demonstrate the company's commitment to research and development over the years since our inception. Our steadfast and continuing goal is to provide the highest level of excellence in implant dentistry products, technology and training now and for decades to come."

About Schlesinger

Charles Schlesinger, DDS, FICOD, graduated from the Ohio State University College of Dentistry in 1996. After receiving extensive training in implantology and complex dentistry at the Veteran's Administration Medical Center San Diego (VAMC) and at the VAMC Los Angeles, he maintained a private practice in San Diego for 14 years. He is currently the chief operating officer at OCO Biomedical in Albuquerque, N.M., and lectures worldwide on implantology. He can be reached via email at chuck@oco-biomedical.com.

Here at the GNYDM



• Dr. Charles Schlesinger

Charles Schlesinger, DDS, OCO Biomedical chief operating officer/director of clinical affairs, will present a live surgical demonstration and lecture that introduces the fundamentals of immediate/early load technology made possible by the advancement of implant design pioneered by OCO Biomedical. This surgical seminar will be held at the Live Dentistry High-Tech Arena, Aisle 6200, Room 5, on the exhibit floor from 2:30 to 5 p.m. Monday. For more information, stop by the OCO Biomedical booth, No. 4524.

CELEBRATION from page 4

visit), all while learning from and connecting with some of the great minds in digital dentistry and being among the first to learn about new software and updated technologies from Sirona.

"We are excited to launch these SIROWORLD events and continue our longstanding tradition of delivering world-class education and outstanding entertainment to the dental community," Augins said.

"Having several events throughout the year leading up to the annual

SIROWORLD event in Orlando will showcase the best of SIROWORLD on a national stage."

Pricing for SIROWORLD is now available at \$1,995 a year for a membership and \$2,995 a year for VIP membership and includes entrance into all of the celebration events

planned at the trade shows and the annual event in Orlando.

Total Office membership packages are also currently available. Those cost \$5,995, for a total savings of \$4,000 off list price, and include SIROWORLD membership for up to six people.

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Ways to increase your practice productivity

Part 1 of 4

By Denise Ciardello
Easy Dental Trainer and Co-Founder,
Global Team Solutions consulting firm

■ There's no need to stare at an empty schedule or write another check for advertising that isn't bringing in new patients. I have written an eBook with five things you can start doing today to have the most productive and efficient practice.

Make a personal connection

Your patients need that personal connection to feel appreciated. Great

Here at the GNYDM

Stop by Henry Schein Practice Solutions, booth No. 4627, to get help with your practice-management software. And pick up the Monday, Tuesday and Wednesday issues of *today* to get more tips on increasing productivity.

customer service costs your practice nothing, yet it could benefit you a great deal.

Take a moment to interact with each patient. Smile! Create a culture where people are glad that they chose, and continue to choose, your



• Connecting with patients is the most important thing you can do for your practice. (Photos/Provided by Henry Schein)

office. Remember, patients are not an interruption: they are the reason that you are there!

Another simple way to deliver stellar customer service is to have a quick daily huddle with your team to review information for patients coming in that day. Patients will feel valued when you call them by name, know who referred them and understand what their concerns are.

Send welcome letters and thank-you notes for another nice personal touch. Don't forget that something as simple as a notification that an appointment is scheduled (or that one needs to be scheduled) can bring a patient in. It's often these little things that make the biggest impact.

In one study, 52 percent of people reportedly chose their dentist based on a referral from friends and 43 percent from a family member. Twenty-seven percent of all referrals came from a current or former patient (Source: Journal of Dental Education, June 1, 2012). Each patient you interact with could be your next referral source, an advocate for your practice, the one that could put you over the top for your monthly goals.

So take the time. As each member of your team makes patients feel valued in every interaction, you will reap the rewards of a happy, buzzing office.

Find these tips and more when you download my free eBook at www.easydental.com/ada.

Developing a thriving and productive practice can be challenging at times, yet it's within your reach when you pay attention to the several moving pieces that combine to create success. A foundational piece of the solution is smart practice-management software. Henry Schein Easy Dental is the easiest, most affordable solution, designed to be powerful yet simple. It streamlines and automates processes and daily operations so you can focus on your practice.

Great practice-management software doesn't have to be complicated! Come visit Henry Schein Practice Solutions at booth No. 4627 to discover your simple solution.



• Denise Ciardello

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