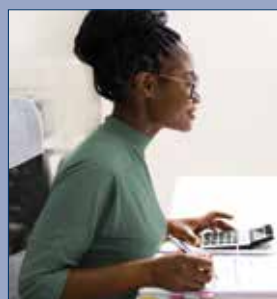
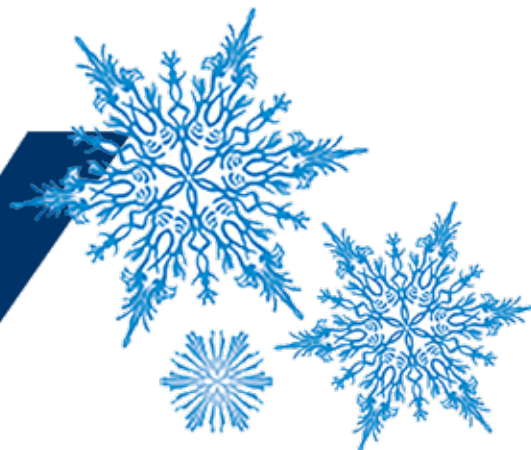


# today



## Unleash your data to fuel your growth

Understanding why patients may decline treatment can increase acceptance rates.

»page 4



## Complete infection control solutions

New autoclave comes with an upgrade-ready option. Come see it in the exhibit hall!

»page 6



## Simplify pediatric procedures

Forget bonding that's technique-sensitive. There's an easier way to manage caries in children.

»page 8

# New and improved

By **today** Staff

■ Here at the Chicago Midwinter Meeting, you can find all the latest products and technology, including some that are making their debut to the world.

The show floor is open 10 a.m. to 6:30 p.m. Friday and 9 a.m. to 3 p.m. Saturday.

Here is a quick rundown of just a few of the exhibitors and their many offerings on display here at McCormick Place West.

Designs for Vision (booth No. 1612) has several new and innovative products, including Infinity VUE, Panoramic Field and REVEAL. Designed to provide a straightforward approach to ergonomics, Infinity VUE loupes are available in 3.0x and 3.5x magnification. Infinity VUE (Vision Up Ergonomics) keeps your chin up, your

»see *NEW*, page 3



• Attendees check out the exhibit hall during the Chicago Midwinter Meeting back in 2020. This year, the exhibit hall features more than 300 exhibitors, many here for the first time. (Photo/*today* Staff file photo)

## Head to the exhibit hall for some afternoon fun

■ If you haven't yet checked out the exhibit hall, Friday would be a good time to make a visit. For the first time, the Chicago Dental Society is hosting a "Brews & Bargains" on the exhibit hall floor.

From 4:30 to 6:30 p.m., attendees can wind down with a brew and shop

for great bargains with exhibitors. Meeting organizers encourage everyone to take advantage of this relaxed opportunity to check out products and special offers. Other reasons to stop by the exhibit hall:

- You can visit more than 300 exhibitors.

- One hour of C.E. is available each day for visiting the exhibit hall.

- If you are a CDS Member Dentist and you purchase or place an order from exhibitors while at the meeting, you can get your rebate validated at the Rebate Redemption Kiosk located on the exhibit floor.

- In addition to the many exhibitors, there are also nine free, one-hour lectures, several that offer C.E. credit, available in the Corporate Learning Center. Check your mobile app or pick up a program for more information.

(Source: Chicago Dental Society)



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today Chicago Midwinter Meeting Show  
Dailies Vol. 15 appear during the 157th  
Chicago Midwinter Meeting, being held in  
Chicago, Illinois, Feb. 24–26, 2022.

**NEW** \*from page 1

neck straight and your eyes forward while viewing the magnified oral cavity. Designs for Vision invites you to try these loupes on to see (and feel) the difference in your posture.

Exocad, an Align Technology company in booth No. 2405, is presenting highlights of its three core products: DentalCAD 3.0 Galway, exoplan 3.0 Galway for implant planning and ChairsideCAD 3.0 Galway for single-visit dentistry. Attendees can try exocad's CAD Configurator to determine which software is the best fit for their needs. This online tool provides software package recommendations based on users' answers to questions and short prompts.

In addition, exocad is being joined by digital dentistry pioneer Dr. August de Oliveira and cosmetic dentist Dr. Diana Tadros. The two doctors will demonstrate their own cases and answer questions. Attendees can see first-hand how to increase practice offerings with implant placements and night guard production, while also improving patient care and satisfaction.

Exocad plans a special sales offer for those who visit the booth between 4:30 and 6:30 p.m. Friday.

**Download the app**

Be sure to download the Midwinter Meeting app from your app store. You'll be able to plan your schedule, preview speakers and exhibitors and connect with other attendees.

While the past couple of years have been tough for the dental industry, Tuttnauer (booth 1408) invested in the development and launch of several new products, such as the T-Edge – the company's newest tabletop, which is an industry first featuring an "upgrade-ready" option that allows the unit to go from a Gravity Class S sterilization to Class B Pre/Post Vacuum sterilization.

Tuttnauer's T-Edge autoclave is available in 10-inch and 11-inch chamber sizes. If you have the need for speed, it can complete a wrapped cycle, including drying, in 35 minutes, according to the company.

Over at Shofu Dental (booth No. 2807), the company has done its best to simplify pediatric procedures. BeautifulKidsSA, a BPA-free self-adhesive nano-hybrid flowable restorative with bioactive Giomer technology, delivers high-bond strength for reliable adhesion, precision placement

with superior handling, and light transmission and diffusion properties that blend well with primary or permanent dentition for picture-perfect restorations, according to the company.

Head to the booth to pick up a free sample and learn more.

Finally, after nearly four years in development, Bien-Air Dental (booth No. 3402) is unveiling its new Nova contra-angle. Electric handpieces have been available to dentists for a number of years, but lingering concerns about size, weight and general contentment with the status quo have kept a number of doctors from seeing the full clinical benefits electrics can deliver. Nova is designed to take those concerns head-on – starting with a smaller head.

The Nova's small head and slim handle enhance the dentist's field of vision and guarantee easier access in the back of the mouth. It is the smallest head to also feature the Accu-Spray Quattro Mix system, focusing four asymmetrical air/water sprays on the end of the bur with laser precision to ensure optimal irrigation in the working area.

You can find all these products, and more, in the Chicago Midwinter Meeting exhibit hall.

AD



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# How to use your dental practice data to increase your treatment acceptance rate

By Henry Schein One Staff

■ You know that treatment acceptance is a key performance indicator (KPI) for your practice, but do you know why your patients accept, deny and/or follow through on treatment? With better data and analysis, you can analyze these trends and increase your treatment acceptance rate.

## The new era of data analysis

Analyzing data is the new norm for business. Its application to the health-care industry – including dentistry – is helping improve treatment presentations and care delivery. To begin analyzing the data in your practice with a view toward improving treatment acceptance, consider the following questions:

- What is the ratio of treatment presentations to treatment acceptance?
- What trends can be observed



(Photo/Provided by Henry Schein One)

relative to treatment that patients accept or choose not to accept?

- What can you learn and apply to better prepare for treatment presentations that lead to increased acceptance?

Once you have identified the practice data related to treatment and acceptance, you can then “drill-down” into data specifics, including the following:

- Patient information such as age, gender, general health and insurance.

## Here in Chicago

To learn more about Jarvis Analytics, stop by the Henry Schein One booth, No. 5008. To schedule a demo, go to [JarvisAnalytics.com](http://JarvisAnalytics.com).

Compare this with appointment frequency, treatment acceptance and treatment follow-through.

- Date ranges where treatment acceptance is high or low.
- Seasonal or societal challenges that may skew data.
- Patient data relative to hygiene and restorative treatment. Hygiene reappointments can give you insight into who’s accepting treatment.

You’ll also want to learn from your team. They regularly hear feedback from patients. Gather that information and look for trends.

Finally, analyze patient reviews to determine what’s driving satisfaction

and/or dissatisfaction.

With all this information, you can then begin to refine your treatment presentation for improved acceptance.



## Easier access to data via an all-in-one dental dashboard

This process may seem overwhelming, or you may not feel comfortable identifying and analyzing the data in your practice. Software like Jarvis Analytics for Private Practices provides a dental dashboard that tracks the important metrics in your practice and helps you stay on track with your goals.

The Jarvis dashboard gives you a real-time view of your practice data, helps you find hidden production opportunities and fill your schedule. With Jarvis Analytics, your data becomes the engine for your growth.



Schedule a demo today at [JarvisAnalytics.com](http://JarvisAnalytics.com).

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# Tuttnauer USA: Providing complete infection control solutions for dentists

By Tuttnauer USA

■ Since 1925, Tuttnauer has provided complete infection control solutions for dental clinics, while investing in R&D and launching technologically advanced sterilization and disinfection solutions.

While the last couple of years have been tough for the dental industry, Tuttnauer took this time to develop and launch new products, such as the T-Edge – the company's newest tabletop autoclave and an industry first, featuring an “upgrade-ready” option to upgrade the autoclave from a Gravity (Class S) sterilizer to a Pre/Post Vacuum (Class B) sterilizer.

The T-Edge autoclave is available in both 10-inch and 11-inch chamber sizes. If you have the need for speed, it can complete a wrapped cycle, including drying, in 35 minutes. In terms of safety, personalized usernames



• The T-Edge autoclave.  
(Photo/Provided by Tuttnauer)

and passwords are available for the individual operator, ensuring protection and traceability, according to the company. The internal memory can store up to 1,000 sterilization cycles, which can be transferred to your computer via USB.

## Here in Chicago

To learn more about Tuttnauer's infection control products, such as the T-Edge and a thermal high disinfectant washer line, stop by the booth, No. 1408. You can also go online to [www.tuttnauerusa.com](http://www.tuttnauerusa.com). When at the booth, be sure to ask to enter the daily raffle to win a free UVC LED Disinfection Box.

In addition to the new autoclave, the company has introduced a thermal high disinfectant washer line: TIVA2 (tabletop), TIVA2H (undercounter), both with 65L capacity, and the TIVA8-MD (under counter washer) with a 165 L capacity.

The washer-high-disinfectant line is available in undercounter or countertop configurations. These units provide turnkey solutions for washing, disinfecting and drying diverse

instruments for a complete decontamination cycle.

The company's in-office biological indicators and automatic readers were designed with busy dental practices in mind, removing dependency on mail-in and long waits for results. The “Ultra Rapid” biological indicator delivers results in 20 minutes, the fastest in the market, according to the company. The in-office B.I. solution will replace mail-ins and remove liability issues that may occur by waiting for the results, while using the instruments on dental patients.

Tuttnauer is proud to be the chosen infection control solutions provider to dental clinics across the United States and Canada.

For more information on Tuttnauer and the latest product offerings, visit booth No. 1408. Ask to enter the daily raffle to win a free UVC LED Disinfection Box when you visit.

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Restorative Materials	Prosthodontic Materials	Periodontics	Nutrition	Direct Restoratives

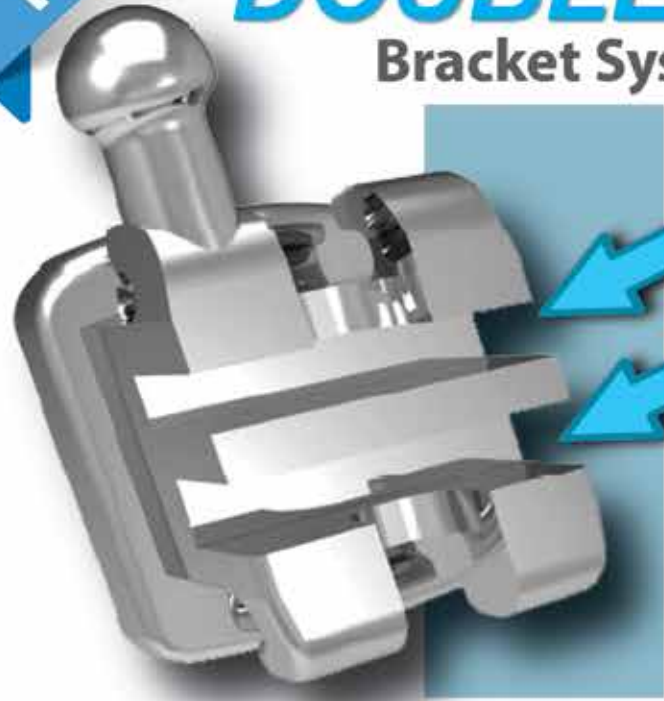
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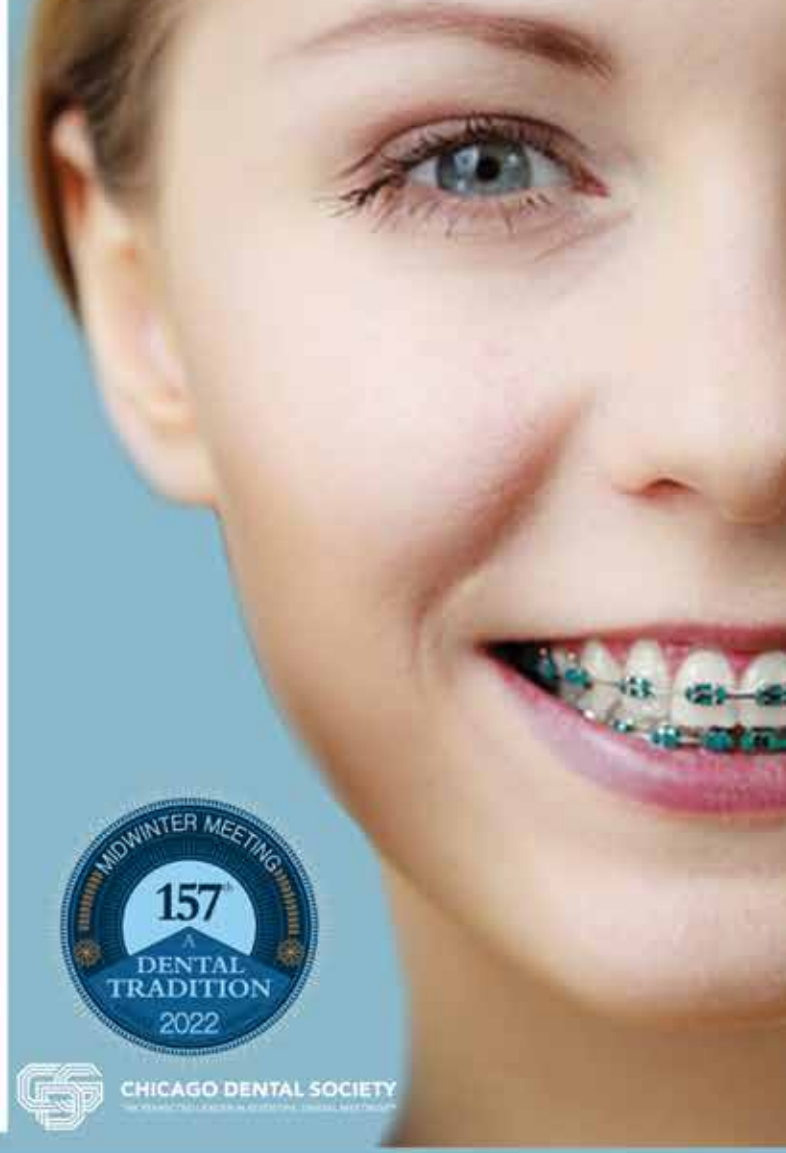
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# Exocad showcasing its latest workflow-enhancing innovations

By exocad Staff

■ Exocad, an Align Technology company and a leading dental CAD/CAM software provider, has a full schedule of lectures, open forums, individual case presentations from dentists, demo stations and a variety of opportunities for clinicians and technicians to experience its latest software solutions here at the Chicago Midwinter Meeting.

“We’re excited to connect with our lab and clinician communities in person to demonstrate how ChairsideCAD, DentalCAD and exoplan can streamline workflows and improve communication along the treatment journey,” said Larry Bodony, president, exocad America. “We especially look forward to showcasing how our open software blends seamlessly with the latest in 3-D printing and desktop scanning technologies.”

Attendees of Lab Day are invited to visit booth No. D31/E30 to hear from the exocad team of experts who will demonstrate the most current releases and share insights into the latest features of exocad’s lab software.

Four demo stations, a display of cutting-edge 3-D printers and desktop scanners, and lectures will be offered to provide opportunities for attendees to learn and explore.

Attendees who reserve spots for the lecture series, occurring on the final day of the event, may attend educational presentations and an open question-and-answer session with exocad leadership.



■ Here at the Chicago Dental Society Midwinter Meeting, exocad, at booth No. 2405, will be joined by two of its ‘Aces,’ digital dentistry pioneer Dr. August de Oliveira (left) and cosmetic dentist Dr. Diana Tadros (right). The two doctors will demonstrate their own cases and answer questions. (Photo/Provided by exocad)

Here at the Chicago Dental Society Midwinter Meeting, exocad, at booth No. 2405, will be joined by two of its “Aces,” digital dentistry pioneer Dr. August de Oliveira and cosmetic dentist Dr. Diana Tadros. The two doctors will demonstrate their own cases and answer questions.

Attendees can see first-hand how to increase practice offerings with implant placements and night guard production, while also improving patient care and satisfaction. exocad plans a special sales offer for attendees who visit the exocad booth between 4:30 and 6:30 p.m. Friday.

## Here in Chicago

To learn more about exocad products, visit exocad at booth No. 2405 or visit the company online at [exocad.com](http://exocad.com).

Those who do not want to wait to choose their software can try exocad’s CAD Configurator to determine which software is the best fit for their needs. This online tool provides software package recommendations based on users’ answers to questions and short prompts.

Additional information is avail-

able at [exocad.com/chicago/](http://exocad.com/chicago/).

## About exocad

Exocad, an Align Technology company, is a leading dental CAD/CAM software provider for dental labs and dental practices worldwide. Exocad America, a subsidiary of exocad, is headquartered in Woburn, Mass. More than 45,000 valued customers plan implants and create functional and refined restorations with exocad’s DentalCAD, ChairsideCAD and exoplan software.

For more information, please visit [exocad.com](http://exocad.com).

# Simplify pediatric procedures with new Beautiful Kids SA

By Shofu Dental Staff

■ Beautiful Kids SA has eliminated the need for the technique-sensitive bonding procedure for pediatric patients.

Simplify pediatric procedures with Beautiful Kids SA, a BPA-free self-adhesive nano-hybrid flowable restorative with bioactive Giomer technology. It delivers high-bond strength for reliable adhesion, precision placement with superior handling, and light transmission and diffusion properties that blend well with primary or per-



■ Beautiful Kids SA. (Photo/Provided by Shofu Dental)

manent dentition for picture-perfect restorations, according to Shofu Dental, the company behind the product.

The lack of a bonding agent allows total integration of the healthful benefits, the company asserts, including

anti-bacterial effect, acid neutralization, fluoride release and recharge and more.

Beautiful Kids SA is great for the management of caries in restless children.

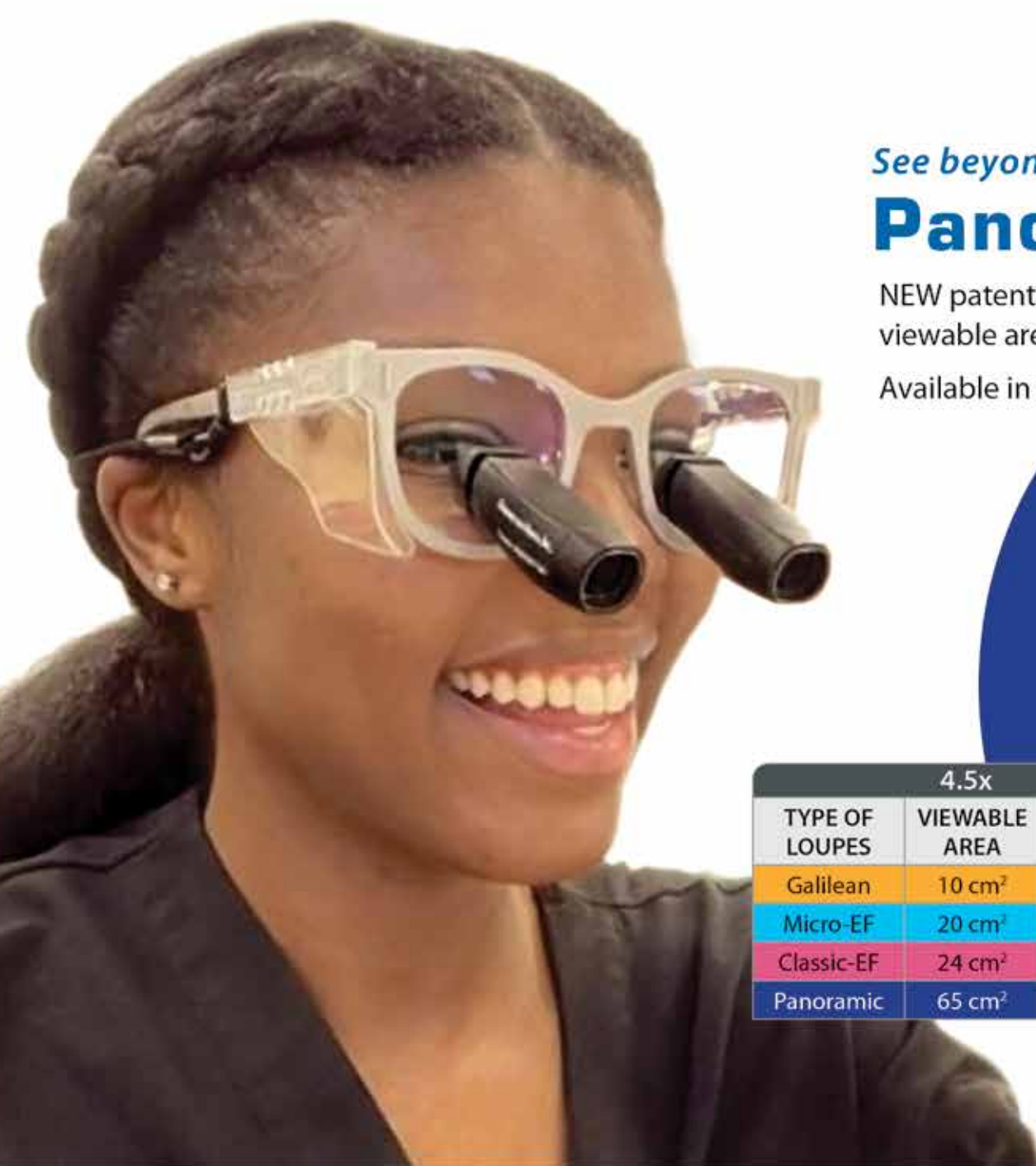
## Here in Chicago

To learn more about Shofu’s new Beautiful Kids SA and to pick up a free sample, stop by the booth, No. 2807.

Beautiful Kids SA is indicated for PRR, small Class I and other non-load-bearing restorations.

Try Beautiful Kids SA for yourself at the Shofu booth, No. 2807, here at the Chicago Midwinter Meeting and get a free sample while you’re there.

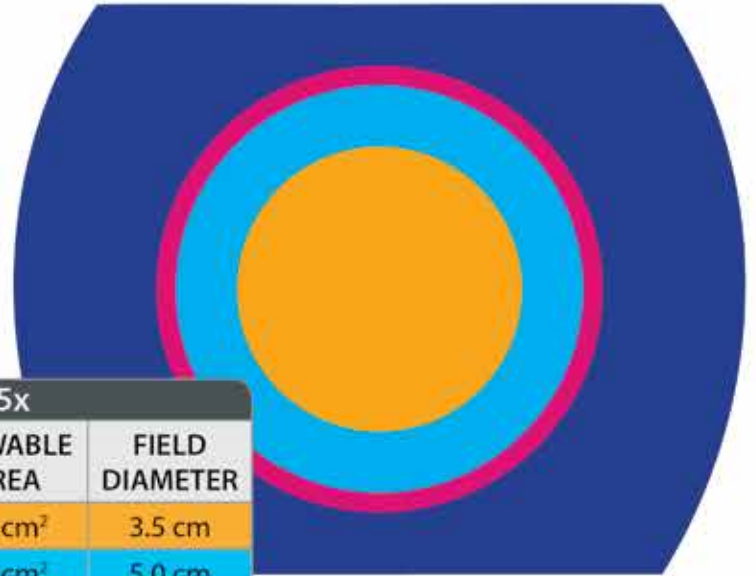




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