

# today<sup>icoi</sup>



## Scenes from Las Vegas

Take your picture by the ICOI sign, check out new products and learn about upcoming events.

»pages 4 & 6



## The best of both worlds

How to increase your revenue while also maintaining control of your own practice.

»page 8



## Take your education to the slopes

Want to learn from some world-renowned speakers this winter? Set your sights on Vail, Colo.

»page 12

# Looking to the future



• Dr. Michael Azer presents his Young Implantologists' session 'Managing Pink Esthetics in Patients with Compromised Periodontium' on Thursday at the ICOI World Congress XXXVI in Las Vegas. (Photo/Humberto Estrada, *today* Staff)

By Sierra Rendon, *today* Staff

■ “Future Treatment Concepts” is not just a part of the theme of this year’s ICOI World Congress XXXVI in cooperation with the FDI, it’s also one of the leading concepts behind every facet of this compelling annual event.

From educational sessions to networking events to all the new technology in the exhibit hall, the future of implant treatment will surely be affected by all of the new skills and information you glean from this week’s program in Las Vegas.

Additionally, you’ll want to be sure

to visit the sponsors and exhibitors in the exhibit hall, which are featuring a slew of products and technology to help make your practice run smoother and more efficiently.

Here is a sampling of products and companies you’ll want to look for in the exhibit hall:

- *Optimizing implant placement:* ClaroNav’s breakthrough in computer-aided implantology – Navident – offers dental surgeons an easy-to-use, accurate, highly portable and affordable way to plan the desired restoration and implant placement on a virtual patient. If you are inter-

ested in mastering this technology for yourself, ask at the booth, No. 504, for more information about an upcoming workshop on Nov. 9 in Houston, which will include live surgical observation.

- *Tired of broken hybrid dentures?* Stop by the Glidewell Dental booth, Nos. 400/402, and ask about the BruxZir® Full-Arch Implant Prosthesis, constructed from 100 percent monolithic zirconia and offering the stability and function of a fixed implant restoration.

- *Bone sets the tone:* Bone Management® is key to successful implant procedures. Besides the prosthetic

aspect, achieving minimally invasive surgical techniques, along with predictable results, facilitates less traumatic and more controlled surgical procedures. The Meisinger High Altitude Comprehensive Implant Symposium outlines implant treatment planning, site preparation, surgical procedures and techniques including: sinus elevation, sandwich bone augmentation, full-arch immediate reconstruction, esthetic zone implants and much more. To learn more about the Meisinger Bone Management Product line or the upcoming symposium, stop by the booth, No. 410.

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# Brush or floss first? Study suggests ideal sequence for removing plaque

By The American Academy  
of Periodontology Staff

■ Researchers have found that flossing before brushing may be the ideal sequence for the most thorough removal of dental plaque. The report is featured in the Journal of Periodontology (JOP).

Titled "The Effect of Toothbrushing and Flossing Sequence on Interdental Plaque Reduction and Fluoride Retention: A Randomized Controlled Clinical Trial," the study assessed 25 participants who were asked to brush

their teeth first, then use dental floss to clean the spaces between their teeth (brush-floss).

In a second phase, the same group was asked to use floss, then brush their teeth (floss-brush).

Researchers found that the amount of plaque between the teeth and in the mouth overall was significantly reduced when participants used the floss-brush approach.

The researchers contend that as flossing loosens bacteria and debris from between the teeth, brushing afterward (when the mouth is rinsed

with water) further clears the mouth of these particles.

Plaque bacteria are the primary culprit behind the development of periodontal disease, an inflammatory condition that occurs when bacteria accumulate below the gum line. Periodontal disease can lead to swelling, irritation, gum recession and tooth loss if left untreated.

The study also found that fluoride, a mineral that aids in the prevention of cavities and tooth decay, remained in the mouth at higher levels when participants flossed before brushing.

AD



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# Scenes from the ICOI



• Learn about new nitrous oxide delivery options at the Porter Instrument booth, No. 404.

Photos by  
Humberto Estrada,  
*today* Staff



• Pop by BioHorizons at booth Nos. 307/309 to see the company's newest products and technology.

• To check out the Dr. Choukroun Soft Brushing Kit and other products and show specials, visit Dental Implant Technologies at booth Nos. 503/505.



• Visit Glidewell Dental at booth Nos. 400/402 and inquire about show specials on the Hahn Tapered Implant System, available here in Las Vegas.

# Get started with the Hahn™ Tapered Implant System today!

## ICOI Show Package 1



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Total package value: \$7,295

## ICOI Show Package 3

Show packages  
only available  
at **ICOI World  
Congress booth  
#400/402!**



Penguin Resonance Frequency Analysis (RFA)

Purchase **25** implants  
for **\$4,000** and receive

FOR **FREE\***

- **1 Penguin RFA Device** (\$1,999)  
Use coupon code **NER839**

**33% savings**

Total package value: \$5,999

Hahn Tapered Implant is a trademark of PrismaTik Dentalcraft, Inc.  
\*Price does not include shipping or applicable taxes.  
Limit 1 offer per doctor. Promos only available at the ICOI Event.

For more information

**888-786-2177**  
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CLINICAL AND LABORATORY PRODUCTS

• ClaroNav, booth No. 505, has new surgical navigation solutions to share with ICOI attendees.



• For more regenerative options, check in with Salvin at booth Nos. 401/403, and ask about Salvin Oss, xenograft bone-grafting material.



• ICOI World Congress attendees can take part in a variety of educational sessions, featuring world-class speakers.

AD

# Pacific Dental Conference

Save these Dates!

March 7-9, 2019

Join us in Vancouver, Canada

- One registration fee allows access to all open sessions – no pre-course selection necessary! **Fees in Canadian Funds**
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- Over 300 exhibiting companies in the spacious PDC Exhibit Hall
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Pacific Dental Conference

PDC LAB EXPO  
March 9

Online registration and program information at... [www.pdconf.com](http://www.pdconf.com)

## Featured Speakers



Gordon J. Christensen  
Materials/Techniques



Marc Geissberger  
Restorative/Operative



Tija Hunter  
Dental Assisting



Peter Nkansah  
Anaesthesia



Rodrigo Sanches Cunha  
Endodontics



Michael Ignelzi  
Pediatric Dentistry



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# The Novadontics model: It's the best of both worlds

## By Novadontics Staff

■ Novadontics™ offers a new business model that allows implant clinicians to increase revenue and patient satisfaction while maintaining control of their own practice and successfully competing with corporate dentistry, according to the company.

- Novadontics dentists belong to a collaborative community of clinicians with exclusive access to a data-driven, technology-based approach to dental implant placement – the Novadontics Smile™, which allows them to treat implant cases predictably and successfully. If Novadontics dentists encounter a case that is beyond their ability to treat, they have access to expert consultation through

either VoIP or in-practice assistance for a reasonable fee, rather than referring the case out.

- The Novadontics name and logo come with the corporate assurance of standardized quality and price, according to the company. It's backed by the reputation of Dr. Louie Al-Faraje, a world-renowned oral implantologist, along with trusted industry brands, such as Nobel Biocare and Geistlich.

- The Novadontics Smile provides a Smart Checklist™ with 150 Checks to Perfection™ in three visits, applied through app-driven, cloud-based software that streamlines and fool-proofs the treatment process. This proprietary Digital Treatment Optimization™ (DTO) approach enables clinicians to perform complicated procedures

## For more information

To learn more, call (888) 838-NOVA or email [team@novadontics.com](mailto:team@novadontics.com).

in a predictable fashion that is not possible with a paper-based format, according to the company.

- Novadontics reduces the overhead cost of dentistry in general and implant dentistry in particular by obtaining discounts off the best available brands of implant-related products, such as Nobel Biocare implants, Omnia surgical disposables and Geistlich bone-grafting materials.

- Novadontics provides local and national marketing exposure through

ads on social media, magazines, radio, TV, Google and more. In addition, the website and toll-free number for Novadontics Customer Care will direct patients right to the clinician's door.

- Novadontics partners have the benefit of extensive didactic and hands-on live patient training programs using the Novadontics Smile protocol and technology.

For the price of an annual fee, Novadontics partners can maintain ownership of their own practices while avoiding the learning curve and prohibitive overhead costs normally associated with providing quality, technology-based implant treatment. According to the company, the end result is optimal treatment, patient satisfaction and increased revenue.

AD



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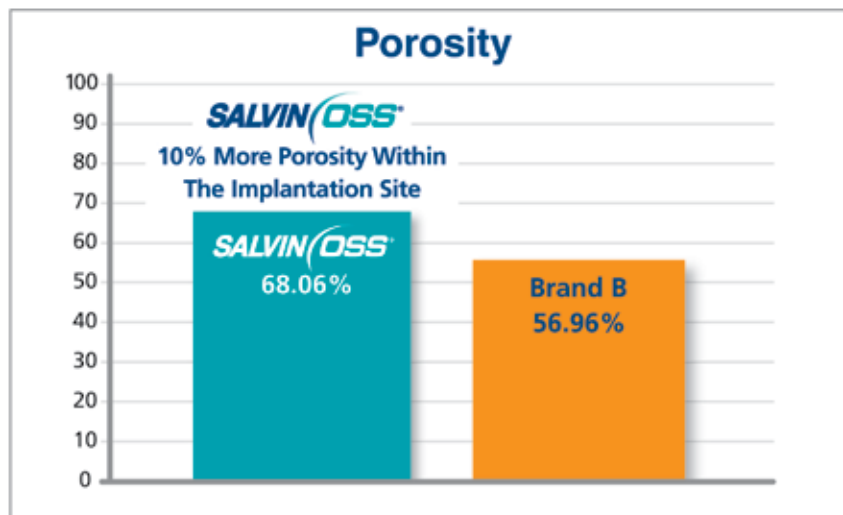
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