

# today



### Scenes from Tuesday's GNYDM

A Mickey Mouse to take home, #worldsbestdentist and a whole lot of dental students.

»pages 4–10



### Low cost without compromise

Why Dentatus' president likes to compare his company's restorative systems to a fridge.

»page 12



### Just one more minute

Don't walk away so fast. In 60 seconds, you can help your patients' smiles glow.

»page 14



Colorful arrays of toothbrushes welcome visitors to the Sunstar Americas booth (No. 3828), which is offering all sorts of show specials. (Photos/Robert Selleck, *today* Staff)

# Big, bright deals

By Robert Selleck, *today* Staff

Among the most appealing opportunities to be found in the exhibit hall at the Greater New York Dental Meeting are the many show specials and other deals being offered by the many dental product companies. It's a great time to not just learn about the many

»see DEALS, page 3

# One more chance at all that C.E.

By Sierra Rendon, *today* Staff

If you got caught up in the exhibit hall and other activities and just now realized you still have some C.E. to catch up on, you're in luck! There are still plenty of educational sessions and workshops to fill your schedule with today.

Here is just a sampling:

• *World Implant Expo*—You can still take your implant skills to the next level with four sessions of various topics today. From ridge augmentation to complex restorative cases, you can learn from some top implant leaders, including Dr. Shankar Iyer and Dr. Scott Ganz. Each of the four implant

»see C.E., page 3




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• Sam Nakle of Garfield Refining Company has a gold chocolate coin for you in booth No. 2912 — and the possibility of a \$50 bonus for new customers who send in their scrap gold.

### DEALS *from page 1*

new innovations and offerings; it can be a great time to stock up on your favorite supplies.

Sunstar Americas is packed with colorful show specials in booth No. 3828. A couple examples: Buy 12 dozen GUM adult toothbrushes or specialty toothbrushes and get four dozen at no charge (excluding End-Tuft); buy 12 dozen Crayola Marker or Pip-Squeaks toothbrushes and three boxes of Crayola Flossers and get 144 0.23 oz. tubes of Crayola toothpaste at no charge.

In booth No. 2912, Garfield Refining Company is offering \$50 to new customers who send in at least \$100 worth of scrap gold — on top of what the company pays you for the gold. You can ship your gold material (no

need to separate it first) to the company from anywhere in the country. Mention "GNYDM2015" to get the \$50.

In the OCO Biomedical booth, No. 4524, you can find the company's Guided Surgery System offered at the lowest price anywhere, according to OCO Biomedical Chief Operating Officer and Director of Clinical Affairs Charles Schlesinger, DDS.

Also, be sure to preview the company's updated and expanded "2016 OCO Regenerative Products Catalog."

If you buy the Wand computer-assisted anesthesia system from Aseptico in booth No. 3631, you can get \$500 off the normal retail price.

DentalEZ, in booth No. 3409, is launching two new products at the Greater New York Dental Meeting: the Ortho Cart and the StarDental

iStar cordless prophylaxis handpiece. It's offering \$100 off the price of the iStar. On its 430 series handpieces, which are lube-free, you can buy four handpieces and get two handpieces plus two swivels or turbines free.

In booth No. 1505, Parkell is providing a 45-day risk-free trial of its Blu-Mousse bite-registration material, which, on top of all its other versatility, is also scannable.

In booth No. 828, Benco Dental has a deal where if you trade in your old intraoral camera, you can receive \$1,500 toward a DocPort I.O., which requires no focus, has a no-fog design and works with any software.

The show specials are everywhere, but today is your last chance to get them here at the Greater New York Dental Meeting. The exhibit hall closes today at 5 p.m.

### C.E. *from page 1*

courses on today's World Implant Expo schedule offer 3 C.E. units.

- *Global Orthodontic Conference* — The first orthodontic conference at GNYDM continues today with two sessions from Dr. Marianna Evans. Her first session, from 9:45 a.m. to 12:45 p.m., focuses on the "3-D Guided Approach of the Maxillary Impacted Canines." Her second session, from 2 to 5 p.m., looks at "3-D Guided Approach to Muco-Gingival Problems in Orthodontics." Each session offers 3 C.E. units.

- *Live Dentistry Arena* — Free sessions continue in the high-tech arena on the exhibit hall floor in booth No. 6230. Dr. Robert A. Lowe speaks on "The Role of Bioactive Materials and Conservative Restorative Techniques in Modern Dentistry" first from 10 a.m. to 12:30 p.m. Learn when and where bioactive materials can help in the restorative process, and receive 3 C.E. units in the process.

Continue your afternoon in the Live Dentistry Arena from 2:30 to 5 p.m. with Dr. Alex Touchstone and Angela Severance, CDD, who will speak on



• Allen Honigman, DDS, performs the LAPIP protocol on a patient Tuesday morning in the exhibit hall's live dentistry arena. Sponsored by Millennium Dental Technologies, the demonstration showed attendees how the laser procedure provides a less traumatic way to treat failing implants affected by peri-implantitis. (Photo/Robert Selleck, today Staff)

"Optimizing CAD/CAM Workflow with Team Delegation." In this session, the clinicians will guide attendees through a digital restorative workflow for the creation and delivery of a func-

tional/esthetic restoration. Attendees will be able to observe how the digital restorative process works in everyday practice on a live patient. This session offers 3 C.E. units to attendees.

# Scenes from GNYDM



• Alex Makar, left, and Emily Kulinski of Tess Oral Health (booth No. 2915).



• From left: Jerry Fan, Meg Phillips and Dannie Cheng of iSonic Inc. (booth No. 4414).



• From left: Becca Kenyon, Ryan Hayes, Carroll Anne Goode and Jake Salmond of Implant Direct (booth No. 3313).



• Marco Canonico of Angelus USA (booth No. 824), a company that offers products to help make dental visits less frightening for children.



• Frank Semo, left, and Elizabeth MacReady of Henry Schein Business Process Solutions are on hand to offer comprehensive business consulting tips to practice owners. Visit them at the Henry Schein ConnectDental Pavilion, located on the main floor near the Crystal Palace entrance. You can also learn more at the newly launched Henry Schein Business Process Solutions website, [www.hsdbps.com](http://www.hsdbps.com).



• From left: Rob Mancini, Vanessa Rembert and Jose Acevedo of Lending Club Patient Solutions (booth No. 406).



• Marnie Josefina Pérez Rondón, DDS, Santo Domingo, Dominican Republic, takes a seat in front of Sen. Jacob K. Javits in the Crystal Palace.



• From left: Gregory Vogel, Jerry Vogel and Bernard Robichaud of Panthera Dental (booth No. 4038).

Photos by  
Fred Michmershuizen  
& Robert Selleck,  
today Staff

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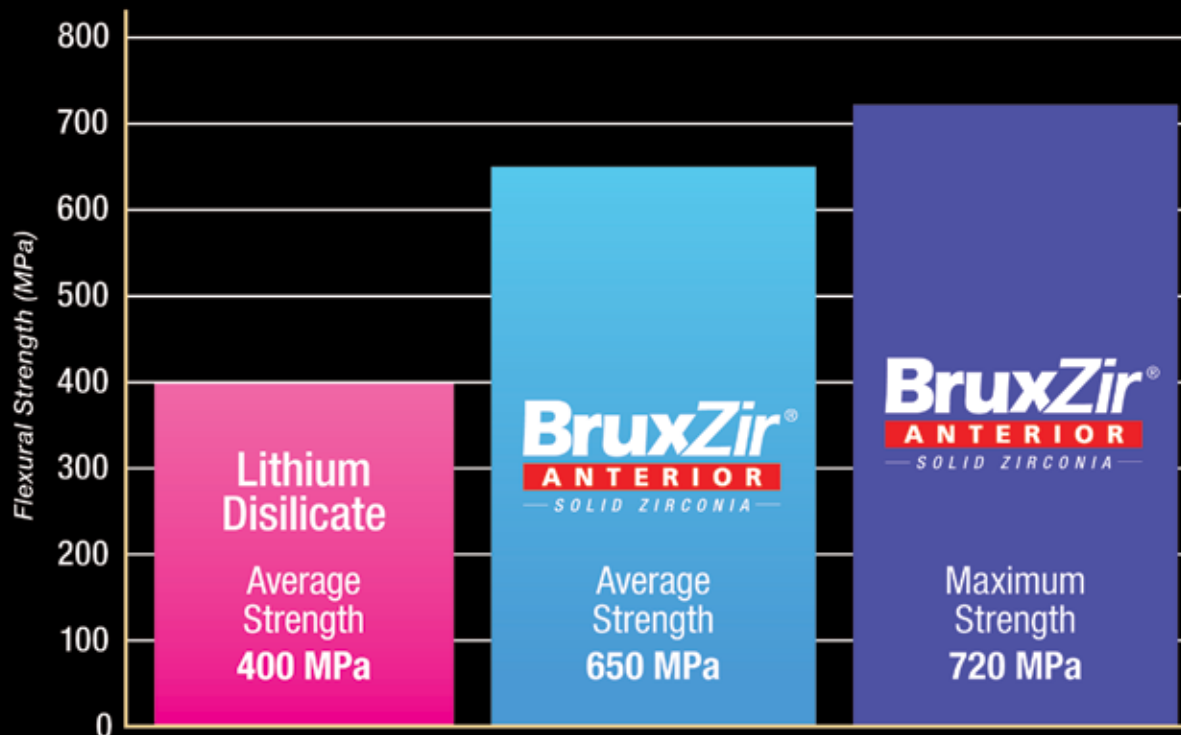
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• Aimee Connor, left, and Jazen Brown of Dentegra Insurance Co. (booth No. 2810).



• Sander Has of Cavex Holland BV (booth No. 3436).



• Joe Burroughs of HealthFirst (booth No. 1801).



• Dr. Linda Kronick demonstrates laser technology by Fotona, at booth No. 3433.



• From left: Mary Franco, Ace Martinez and Michelle Castaneda of Top Quality Manufacturing/Glove World (booth No. 2823).



• From left: Zachary Camarra, Felix Alicea and Ryan Sullivan of eClinicalWorks (booth No. 502).



• From left: Rich Calak, Kim Reynolds-Young and Peter Lueddeke at the Clinician's Choice Dental Products booth (No. 2515).



• NYPD Officer Havlik, on duty on Tuesday afternoon, is part of the highly visible security seen throughout the Jacob K. Javits Convention Center and much of the city.



• Meeting attendees get hands-on training at the Invisalign Itero booth (No. 5205).

INTRODUCING

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• The folks at Prosper Healthcare Lending (booth No. 5626) show off some of the plush Disney characters available to practice owners who sign up for patient financing programs.



• Collin Meerholz, left, and Nicholas Ferraro of Komet USA (booth No. 3334).



• David Swenson of Social Dental (booth No. 505) can help you improve your social media game.



• These local students are taking a break from their dental assistant program studies to learn and explore here at the New York meeting.



• From left: Grover Knight, Atif Sarfraz and Ali Raza of Univet Optical Technologies North America (booth No. 1000).



• Adam Keller, left, and Cy Svendsen of Stickeryou (booth No. 4503).



• Enzo Gambacorta, left, and Erik Del Villar of ENZO Universal Articulator (booth No. 1023).



• Paulina Podbiello, with American Express OPEN, is ready to help you set up an account and maybe win a \$100 gift card.



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