

# today



### Scenes from Friday's ADA 2014

Wine and cheese, movie star looks and giant toothbrushes — find it all on the show floor.

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### You can make a difference

When it comes to people in need of dental care, don't forget about the people here at home.

»page 10



### Changing dentistry as we know it

Boston University becomes the first dental school in the country to go all-digital.

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## First things first



• Aisles bustle on Friday at the ADA 2014 World Marketplace Exhibition. (Photo/Robert Selleck, *today* Staff)

By Robert Selleck, *today* Staff

■ Of the more than 550 exhibitors at this year's ADA 2014 World Marketplace Exhibition, more than 85 are at the meeting for the first time. Here are a few examples:

- Convergent Dental (booth No. 2623) is here with Solea, the first CO2 laser cleared by the FDA for hard- and soft-tissue ablation. "It's hard for many dentists to believe, but if they talk to those using it, they'll understand why production goes up so significantly," said Convergent Dental CEO Michael Cataldo. "It's the benefit of working with a tool that's anesthesia-free and blood-free 99 percent of the time." To back that up, the company is offering a 90-day money-back guarantee if anything less than 90 percent of your procedures are anesthesia-free. Cataldo said dentists are typically completing eight additional procedures a day by not having to numb patients and being

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## Education everywhere

By Robert Selleck, *today* Staff

■ It's not just the convention center conference rooms that are bursting with education opportunities at ADA 2014 — America's Dental Meeting. The exhibit hall floor also seems to have educational opportunities available around every corner. Options include the live-patient CAD/CAM stage, the international learning lounge, the specialty pavilion, a professional product review area, the laser pavilion, the tech expo and the new-and-emerging speaker series.

The new-speaker series has consist-

ently attracted healthy attendance, with a number of evocative topics addressed on Thursday and Friday. Among the choices Friday were "The Role of the Dental Expert in the Dento-Legal Complex," "I'm Sorry: How and When Apologies Make Good Practice" and "CAD/CAM Dentistry: Is There Steak Behind the Sizzle?"

The new-speaker series continues today in booth No. 3831 with "Integrative Dental Care for Patients," "Overcoming Dentistry's Dismal Downturn" and "Small-Diameter Implants: Improve Your Patient's Prosthetic Performance."

### NEW AND EMERGING SPEAKER SERIES



• Douglas Wolff, DDS, JD, presents 'I'm Sorry: How and When Apologies Make Good Practice' on the new-and-emerging speakers series' stage (booth No. 3831) Friday in the exhibit hall. (Photo/Robert Selleck, *today* Staff)





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able to work in multiple quadrants in a single visit.

- There's a good chance you saw the Propel Orthodontics signs on the railing above the River Walk as you entered the convention center. The Propel booth (No. 1429) amplifies that big presence with its towering display. The company is at ADA for the first time in recognition of the growing number of general dentists performing orthodontics. The company's Excellerator delivers micro-osteoperforations to reduce the time needed to remodel bone and move teeth, shortening treatment time and increasing predictability.

- Springstone Patient Financing also has a big booth presence for a first-time ADA exhibitor, reflecting strong

support of the company's model that has no fees until the service is used. Stop by booth No. 3935 to register and receive a free tooth pillow. Complete the free-registration process, and you'll get a \$50 gift card. "Based on the traffic, we'll be back at ADA again," said staff member Matt Nicholatos.

- Implant Direct (booth No. 1462), in business since 2007, is at ADA for the first time in response to the growing number of general dentists expanding into implants. "We're here to focus on our current customers and acquire new ones," said the company's Arul Fleury. "We're a comprehensive provider of all things implant related for a dental office: motors, implants, biologics, lasers and education."

- Another first-timer, the Federal Bureau of Prisons (booth No. 4732), has raised more than a few eyebrows.

It's here recruiting dentists specifically to work in the federal prison system or, more generally, to join the U.S. Public Health Service Commissioned Corps as a civilian or dental officer to serve the Health Resources and Services Administration, Indian Health Service, National Institutes of Health or U.S. Coast Guard.

- Another eyebrow raiser is the Motion Picture Licensing Corp. in booth No. 4714. Anybody ever watch movies in your operator, waiting room or reception area? (This includes staff, too, not just patients.) If so, you might be violating copyright law. Stop by the booth to learn more and, if needed, you can get ADA special pricing on an annual license that keeps you legal and puts you in control of vast amounts of content – for less than you pay for cable.

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# Scenes from Friday



• Travis Heimbigner of Sesame Communications (booth No. 4349) wears Google Glass. (Photo/Robert Selleck, *today* Staff)



• Stephen Weiss of Physio-Control (booth No. 4336).



• Lindsey Nicholson of Crest + Oral B (booth No. 1009).



• From left: Dave Watkins, Tom Kearney, Joel Thomas, Wayne Ferguson and Caroline Roberts of LED Dental (booth No. 3914).



• Aaron Finch of ADI Mobile Health (booth No. 1643).



• Julie Nice, RDH, of Wrigley/Orbit (booth No. 3627).



• There's plenty to learn right on the exhibit hall floor here at ADA.



• Greg Sconce, left, and Faye Sconce of InfoStar (booth No. 3420).



• Are you ready for your close-up? Ryan Schlosser of Henry Schein Dental (booth No. 1038) has the tools to make you look like a movie star. Look for the Sheer White professional whitening table.

Photos by Fred Michmershuizen,  
*today* Staff





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• Emily Kemberling, left, and Alejandra Molina at the Keystone/Bosworth Co. booth (No. 1612).



• Michelle Bennett of White Towel Services (booth No. 1464).



• Just outside the ADA 2014 here in San Antonio, the weather's great — perfect for a visit to the River Walk.



• Keith Mulvihill of Televox (booth No. 4330).



• Bethany Tuzzolino, left, and Jeffrey Winchell of Aspen Dental (booth No. 4136).



• Wayne Rettig 'saddles up' to an ergonomically correct stool at the Brewer Co. booth (No. 334).



• Mark Ahrens of Shatkin F.I.R.S.T. (booth No. 648).



• Ivan Bolivar Ortiz of Midwest Tropical Custom Water Features (booth No. 351).



• You can get wine and cheese at this station on the exhibit hall floor.



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# Crest Oral-B to release 'smart' toothbrush

By Robert Selleck, *today* Staff

■ About 500 ADA 2014 attendees accepted an open invitation from Crest Oral-B to attend Friday evening's "The Technology Changing Dentistry Reception."

After enjoying drinks and appetizers in the Lila Cockrell Theatre at the Henry B. Gonzalez Convention Center, attendees listened to presentations from experts connected to two products from Crest Oral-B, one just recently made available and another that will launch in January.

Sarita Arteaga, DMD, MAGD, associate clinical professor at the University of Connecticut School of Dental Medicine and former president of the Hispanic Dental Association Foundation, shared information about two-way Bluetooth wireless toothbrush technology Crest Oral-B is launching in January. Noting the growing prevalence of smartphone apps for fitness and general health, she said the toothbrush essentially links a toothbrush to a smartphone with an oral-health app. It will be possible for users to also share resulting oral-health information with their dental provider, enabling professional monitoring of such

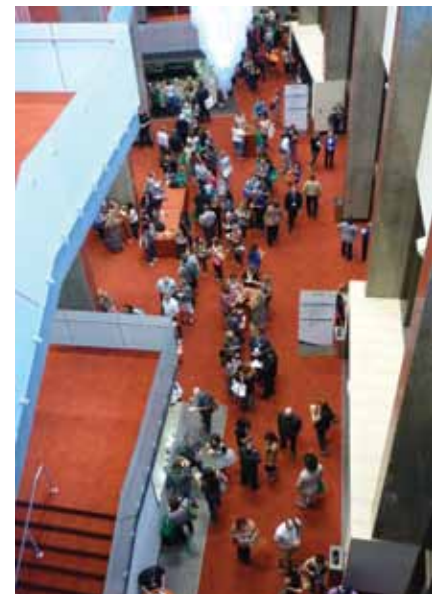


• Sarita Arteaga, DMD, MAGD, addresses ADA 2014 attendees at 'The Technology Changing Dentistry Reception' on Friday evening, providing details about a new 'smart' toothbrush and app from Crest Oral-B. (Photos/Robert Selleck, *today* Staff)

areas as brushing time, pressure and other details to help people improve their oral health.

Paul Sagel, Procter & Gamble research fellow and inventor of Crest Whitestrips, spoke about the sensitivity treatment product the com-

pany released three weeks ago, Crest Sensi-Stop Strips. The sensitivity relief strips are designed to provide immediate relief to people suffering sensitivity to cold, heat, acids or sweets – providing relief for up to a month.



• Dental professionals gather Friday evening at ADA 2014 to learn about new technology from Crest Oral-B.

"We have some very exciting innovations that are just now coming on the market or coming to market in the near future," said Dave Shull, Procter & Gamble associate director. "And we thought this would be a great forum to be able to share new technology with members of ADA."

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