

# today



**Study implantology with the best**  
Attend the Osseo University Summit on Dec. 1 and talk with world-renowned masters about anything and everything implant.

»page 2



**Give your hands some love**  
With all the repetitive washing and drying your hands go through on a daily basis, they could use some relief. We may have found a solution.

»page 14



**Tips for the road**  
Before you pack your bags for New York, you'll want to make sure you're fully prepared. Our handy guide has all the information you need to know before you go.

»page 15

## Dental Tribune Study Club Symposia returns for third year

From ortho to endo, there's something for everyone each day of the show

■ For the third year, Dental Tribune is partnering with the organizers of the Greater New York Dental Meeting to

offer four days of symposia in various areas of dentistry.

Each day will feature five individual one-hour lectures led by experts in the field. The final day will feature the Osseo University Summit, a program dedicated to implantologists.

»see DTSC, page 8



■ Expect registration to be packed at this year's Greater New York Dental Meeting, so you might want to get there early. (Photos/ Provided by GNYDM)

# Get ready

The 2010 Greater New York Dental Meeting is about to open for business

■ Prepare yourself for the largest and most comprehensive dental meeting in the United States. In just a few powerful days, you will have access to all

the latest technologies, resources and education you will need to keep your dental practice current, competitive and rock solid.

Now more than ever, it is critical to be a part of one of dentistry's most prestigious events. Avoid paying a \$30 fee by pre-registering for free by

»see READY, page 4

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# DTSC presents the first Osseo University Summit

■ On Wednesday, Dec. 1, join Dental Tribune and the Dental Tribune Study Club to learn about implant-driven dentistry from a true collection of masters, carefully selected from across the globe.

Dr. Kenneth Serota, the founder of [www.OsseoUniversity.com](http://www.OsseoUniversity.com), helped design the Osseo University Summit for dentists who are interested in better preparing themselves to determine which treatment option is most appropriate for each individual implant patient.

The summit promises to benefit dentists seeking C.E. by offering great relevance to their daily work while letting them learn from a world-class, experienced faculty.

The program, which is moderated by Dr. Benedict Bachstein, offers you a collection of the hottest topics in implantology today.

## Course No. 1: 12:45–1:30 p.m.

*“Utilizing Patient Specific Abutments to Achieve Exceptional Results” with Dr. Ethan Pansick, United States*

This course will describe the indications and contra-indications of the different types of implant abutments available for use today.

## Course No. 2: 1:35–2:20 p.m.

*“Microscopic Management of Alveolar Bone Defects in Fresh Socket Implants” with Dr. Enrique Merino, Spain*

For both inexperienced and advanced clinicians, all possible treatment options in fresh socket implants under the microscope are presented in detail.



• Dr. Ethan Pansick

## Course No. 3: 2:25–3:05 p.m.

*“Implants and Bisphosphonates, Osteonecrosis, Osteoporosis, Esthetics” with Dr. David Hoexter, United States*

This lecture presents bone grafts, sinus lifts and implants in patients taking oral bisphosphonates, leading to restoring vertical dimension as well as the creation of a bright youthful esthetic smile.

## Course No. 4: 3:10–3:55 p.m.

*“Contemporary Concepts in Tooth Replacement: Paradigm Shift” with Dr. Dwayne Karateew, Canada*

This multimedia presentation, which incorporates video, animations, computerized graphics and clinical images, will help broaden the understanding in the philosophy and science behind the new and excit-



• Dr. Benedict Bachstein

## Attend this course

Further program details can be found under [www.DTStudyClub.com/gnydm](http://www.DTStudyClub.com/gnydm). Please register for free under [www.GNYDM.com](http://www.GNYDM.com) with course No. 6080 and earn four C.E. credits.

ing horizons currently being investigated.

## Course No. 5: 4–4:45 p.m.

*“Balancing the Art, Science and Business of Dentistry” with Dr. Jeffery Hoos, United States*

The challenge for the dentist is provide for the patient a functional, comfortable prosthesis. This lecture will explain how we can take this challenge and make it a positive and productive experience.

# Help celebrate DVI clinic's 30th anniversary at Nov. 28 gala

■ The American Friends of Dental Volunteers for Israel (DVI) will host an international gala dinner and celebration Nov. 28 at the Museum of Jewish Heritage in New York City.

The event, which begins at 6 p.m., will celebrate the 30th anniversary of the DVI Trudi Berger Dental Clinic.

Stan Bergman, CEO of Henry Schein Inc.; Dr. Amid Ismail, dean of the Maurice H. Kornberg School of Dentistry at Temple University; Sen. Joseph Lieberman (I-Conn.); Dr. Gordon Christensen; and Dr. D. Walter Cohen are serving as honorary chairmen.

They will be on hand as the American Friends of DVI honors Dr. Alan Helfer, American Friends of DVI president; Steve Kess, vice president, glo-

bal professional relations for Henry Schein; and Ran Tuttnauer, CEO of Tuttnauer and DVI board member; for their dedication and support to the mission of bringing free dental care to indigent children in Jerusalem of every race, religion and ethnicity.

For more information on the event or to register, visit the organization's website at [www.americanfriendsofdvi.org](http://www.americanfriendsofdvi.org). Complimentary bus transportation will be provided from the Jacob K. Javitz Convention Center.

## About DVI

Dental Volunteers for Israel was founded by Trudi Birger in 1980. A survivor of the Holocaust, Birger devoted her life to preventing the

suffering of children. Through her efforts over the past three decades, thousands of underprivileged children have received needed dental treatment. In September 2003, the clinic was renamed the Trudi Birger Dental Clinic in her memory.

DVI operates the only free dental clinic of its kind in the Middle East. It looks after the needs of Jerusalem's poor children, regardless of their religious and cultural backgrounds. It is staffed by dedicated volunteer doctors from around the world in addition to the general director, Dr. Roy Petel, who is a full-time pedodontist. In 2009, President Shimon Peres awarded DVI the President's Award for Volunteerism.

**today** About  
the Publisher

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**Ready** \*from page 1

Thursday, Nov. 25.

With an accessible location, the Greater New York Dental Meeting (GNYDM) kicks off its 86th annual event at the Jacob K. Javits Convention Center in New York City on Nov. 26. In addition to the meeting, which lasts until Dec. 1, attendees can also enjoy highly acclaimed museums, Broadway theaters, restaurants, historical sites and stores lavishly decorated for the holidays.

The exhibit floor and the diverse continuing education programs are the centerpiece of this annual expansive meeting. Organizers coordinate more than 300 full- and half-day seminars, essays and hands-on workshops.

Among the specialty programs are topics including orthodontics, endodontics, cosmetic dentistry, pediatric dentistry and implant dentistry.

**Celebrity luncheon**

Join the GNYDM at Monday's celebrity luncheon with featured speaker, an American culture icon, Joan Rivers. As a comedian, TV host and CEO, Rivers is also a bestselling author, Emmy award-winning talk show host, Tony-nominated actress, *Celebrity Apprentice* winner, writer, director and savvy businesswoman.

The celebrity luncheon is also a way for the GNYDM to honor outstanding leaders of the dental profession. It is an opportunity to say "thank you" for the commitment they have made to further the welfare of the public. Attending the celebrity luncheon and seated honorably on the dais will be more than 70 presidents and dignitaries from around the world.

**USDOC International Buyer Program**

The GNYDM is once again part of the U.S. Department of Commerce (USDOC) International Buyer Program. All exhibitors are eligible to participate in this program, which has enhanced exhibitors' marketing and export business opportunities.

The program offers exhibitors the opportunity to meet many worldwide senior level volume buyers, a free listing in the Export Interest Directory, export counseling by government specialists and additional benefits.

On Monday from 11 a.m. to 12:30 p.m., the GNYDM and the U.S. Department of Commerce will present an export seminar to help worldwide sales opportunities.

**Exhibit hall**

As a global dental convention, the GNYDM designs its enormous exhibition from the perspective of its visitors and continues to invest in programs to benefit its exhibitors.

Throughout the year, the GNYDM has visited and/or had exhibit booth space in 15 domestic and 10 international dental meetings.

It is part of the GNYDM's strategic plan to find opportunities for international exporting of products, not only at November's meeting but throughout the year. It is also a way to



• Above: A boy practices his brushing skills during the 2009 Greater New York Smiles.

• Left: A woman receives an injection during a 2009 Botox/dermal filler session.

collaborate new ideas for enhancing and expanding the exhibit floor.

This year, there will be more than 1,500 booths representing more than 500 exhibiting companies. Smart buyers are looking for a maximum return on investment when they shop for cutting-edge equipment and innovative products. There are extensive tax advantages for making your purchases in 2010.

**Two live dentistry arenas**

The GNYDM offers two modern and high-tech, free, live dentistry arenas daily from Sunday through Wednesday. The interactive live program features clinicians performing dental procedures on real patients from a stage before 300 attendees on either side of the exhibit floor.

Topics include orthodontics, esthetics, endodontics, pediatrics, implants, oral surgery, lasers and a hygiene program. Arrive early as seating is limited to 300 in each arena.

**Educational programs**

Value, high-end exemplary programs, world-class clinicians, upscale programs and top-of-the-line innovations place the GNYDM at the head of its class in education.

Seminars begin with Dr. Ross Nash on Friday at 9 a.m. in the Westside Ballroom at the Marriott Marquis Hotel. More than 300 seminars, workshops and essays are available from Friday through Wednesday. Educational courses are filling quickly, so register now for special discounted courses, offered only on Wednesday.

**Botox/dysport and dermal fillers**

Cosmetic dentistry is on the up-and-up, gaining publicity across the

nation and the globe. Drs. Bruce G. Freund and Zev Schulhof are co-founders of the American Academy of Facial Cosmetics and will be presenting two full days of Botox/dysport on Monday and Wednesday with two full days of dermal fillers on Sunday and Tuesday.

Participants will learn to use Botox/dysport facial injectables for facial therapeutic and esthetic treatments as well as learn to improve the appearance of the skeletal profile and lips to match the smile and dental esthetics of the individual patient. Speakers will teach attendees about the most frequently used and highest rated types of facial fillers including Restylane, Perlane, Juvéderm and Radiesse.

Attendees are welcome to bring their own patients or they may treat volunteer patients at the GNYDM.

**Greater New York Smiles**

The Greater New York Smiles Children's Program invites New York City public school students from all five boroughs to attend this oral health program from Monday-Wednesday. More than 1,500 third- and fourth-grade students will be taught how to effectively brush their teeth.

The program is sponsored in part by Colgate Palmolive Company, the United Federation of Teachers and DentaQuest.

Along with the help and dedication of the coordinators and volunteers from New York University, Hostos Community College and New York City College of Technology, the children learn about proper nutrition and eating habits that lead to a happy and healthy smile.

During this field trip, the students

will have the opportunity to visit different "stations," consisting of an educational film, an exhibit on nutrition, a "How to Brush" instructional demonstration and Colgate's "Bright Smiles, Bright Futures Van" where those students who are granted parental permission will have their teeth screened by a dentist.

Other volunteers are from the Dental Hygienists' Association of the City of New York and the New Jersey Dental Hygienists' Association.

**25th anniversary General Practice Residency Fair**

The General Practice Residency Fair provides dental students an opportunity to gather information regarding general practice residency and advanced education in general dentistry programs in an informal atmosphere. The 25th annual fair is on Sunday from 9:30 a.m.-noon. Admission is free.

**Luncheon and Learning Program**

Tuesday's Luncheon and Learning is a free program that includes a complimentary lunch ticket.

The panel will discuss how dental technology can help to maintain a patient's physical health and possibly help reduce the risk of cardiac disease. Sponsors of the program are ChaseHealthAdvance, Electro Medical Systems, Hiossen, Sirona and Captek. Pick up your free tickets at any of their booths on Sunday, Monday and Tuesday.

**Invisalign**

The Greater New York Dental Meeting is partnering for the third year with Align Technology to offer the Invisalign Expo. These educational courses extend for four full days, beginning on Sunday and lasting through Wednesday.

Taught by the most seasoned team of Invisalign specialists, dental professionals will learn the logistics of tooth alignment and other abnormalities. Invisalign Clear Essentials I is scheduled on Sunday and Tuesday. Attendees can also complete Clear Essentials II on Monday or Wednesday.

**Endodontics**

The endodontic program begins on Saturday with essays discussing research and ideas on pain control and irrigation as well as the most important developments in the field of endodontics today.

Seminars, workshops and live demonstrations include topics on rotary instrumentation, resin-bonded obturation, endodontic techniques and new bioceramic technology.

The New York State Association of Endodontists program, on Wednesday, welcomes all professional attendees to this specialty program.

**Implant dentistry**

Educational courses in implant dentistry are offered all day from Saturday through Wednesday. Speakers in workshops, seminars and essays

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• The exhibit hall will be open this year from Sunday through Wednesday.

### Ready *\*from page 1*

will discuss topics including surgery, restoration and partially edentulous implants.

In addition, attendees will have a chance to visit the live patient demonstrations in implant dentistry, offered each day from Sunday to Wednesday.

### Orthodontic programs

A diverse selection of orthodontic programs is offered from Sunday through Wednesday. At this exclusive series, attendees will learn from world-class clinicians about continuing and upcoming treatments and technologies in orthodontics.

The New York State Academy of General Dentistry Mastership workshop program in orthodontics is on Sunday. Drs. Elliott Moskowitz and

### At the GNYDM

For more information on any of these topics, visit [www.gnydm.com](http://www.gnydm.com).

Laurance Jerrold will host "Orthodontic Essentials for the General Practitioner: Learn It Today, Do It Tomorrow." This hands-on, full-day workshop focuses on the practical utilization of various removable and fixed orthodontic appliances within a general or pediatric dental practice.

Various speakers from New York University's College of Dentistry and Orthodontic Alumni Association on Tuesday and Wednesday will present a selection of innovative anchorage applications and auxiliaries for various malocclusions. At this event, attendees will become acquainted with a multitude of multi-tasking options including mini-screws and the application of pure skeletal anchorage for molar distalization.

A unique live demonstration of orthodontic temporary anchorage devices (TADs) will be among the broad range of orthodontic programs. On Wednesday, Drs. Bowman and Jonathan T. Perry will present a live demonstration of the placement and activation of TADs. This program will include the benefits of incorporating the use of TADs and implants into traditional orthodontic treatment modalities.

### Pediatrics program

Martha Ann Keels will present a full-day seminar on Saturday. Attendees will learn the latest on caries risk assessment, current recommendations regarding all modalities of fluoride use and other preventive techniques reviewed with the use of photography. In the afternoon, the focus is on three areas: eruption problems, dental acid erosion and trauma management.

Recently, new ways of assessing and dealing with dental caries as an infectious disease have been proposed and new technological developments will do more to change the way clinicians practice than ever before. Joel Berg's half-day seminar on caries management for children provides attendees with the most up-to-date information regarding emerging technologies in caries detection and risk assessment in children.

Nowadays, parents demand the restorations of their children's teeth to be not only functional but esthetically advanced. Glass ionomers, resinomers, composites and various types of crowns are illustrated on children and adolescents at Dr. Fred Margolis's workshop on Tuesday. Attendees will learn to integrate both function and esthetics to maximize a complete pediatric restoration.

Early childhood caries (ECC) is the most common chronic disease of early childhood. Multiple essays in pediatric dentistry will explore this major issue on Sunday from 9:45 a.m.-12:45 p.m.

Plan now and don't miss out on the many pediatric courses offered at the GNYDM.

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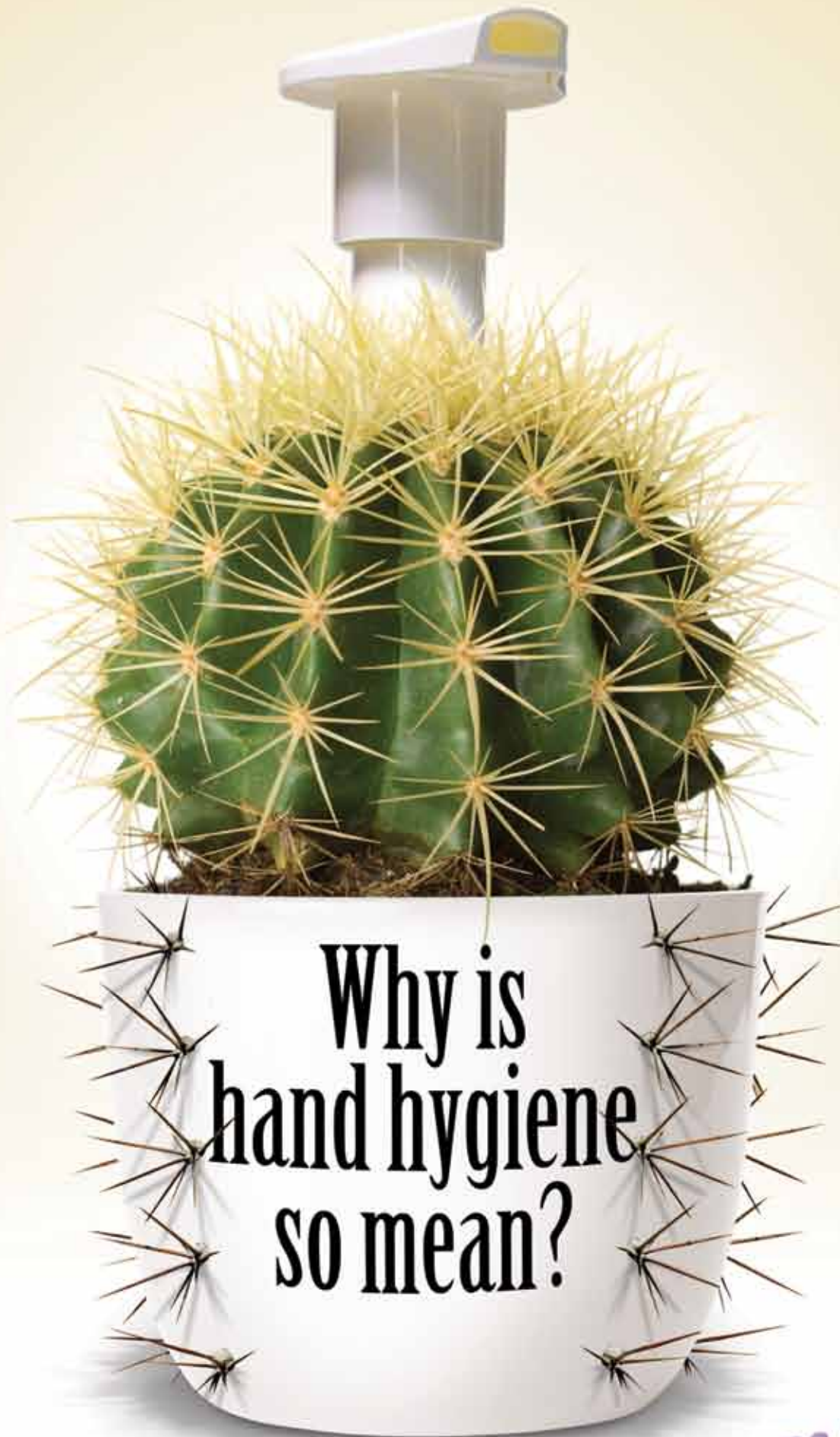
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**DTSC** \*from page 1

Participants in all of the sessions not only earn C.E. credits but also gain an invaluable opportunity to learn diverse aspects of dentistry and how to integrate a variety of treatment options into their practice.

The speakers have been carefully selected and are nationally and internationally renowned for their influence in enhancing dental education through extensive clinical experiences and diverse backgrounds.

The program will take place on the exhibition floor in Aisle 6000, Room No. 3 and will feature the following agenda:

**Sunday, Nov. 28**

- 10-11 a.m.: “Beautiful: Go with the FLOW” with Dr. Howard Glazer
- 11:20 a.m.-12:20 p.m.: “Light Cured Adhesive Dentistry – Science and Substance” with Dr. John Flucke
- 12:50-1:10 p.m.: “Exciting New Tools for Superb Impressions” with Dr. Marc Gottlieb
- 1:20-2:20 p.m.: “A Simplified Approach to Multi-Layer Direct Composite Bonding” with Dr. Martin Goldstein
- 2:40-3:40 p.m.: “Digital Impressions: Are They For Me?” with Dr. Richard Rosenblatt
- 4-5 p.m.: “Total Facial Esthetics for Every Dental Practice” with Dr. Louis Malcmacher

**Monday, Nov. 29**

- 10-11 a.m.: “Eco-Friendly Infection Control – Understanding the Balance” with Noel Brandon-Kelsch
- 11:20 a.m.-12:20 p.m.: “Incorporating New Advances in Dental Materials and Techniques into Your Restorative Practice” with Dr. Gregori Kurtzman
- 12:50-1:10 p.m.: “A Game-Changing Approach to Difficult Class II Composites” with Dr. Marc Gottlieb
- 1:20-2:20 p.m.: “Optimizing Your Practice with 3-D Cone-Beam Technology” with Dr. Damien Mulvany
- 2:40-3:40 p.m.: “High-Resolution Cone Beam with PreXion 3D” with Dr. Edward Katz
- 4-5 p.m.: “Soft-Tissue Lasers and Caries Diagnosis” with Drs. Freedman, Goldstep and Lynch

**Tuesday, Nov. 30**

- 10-11 a.m.: “Soft-Tissue Lasers and Caries Diagnosis” with Drs. Freedman, Goldstep and Lynch
- 11:20 a.m.-12:20 p.m.: “Soft-Tissue Lasers Adjunctive to Orthodontic Treatment” with Dr. Lou Chmura
- 12:50-1:10 p.m.: “The Newest Developments in the Art and Science of Air Abrasion” with Dr. Marc Gottlieb
- 1:20-2:20 p.m.: “Introduction to Cone-Beam CT (CBCT), Especially as it Pertains to Prevention of Failures in Oral Implantology” with Dr. Dov Almog
- 2:40-3:40 p.m.: “Cleaning and



• Dr. David Hoexter



• Dr. Fay Goldstep



• Dr. John Flucke



• Dr. Howard Glazer



• Dr. Martin Goldstein



• Dr. George Freedman



• Dr. Gregori Kurtzman



• Al Dube



• Dr. Richard Rosenblatt

- Shaping with New Technology” with Dr. Bettina Basrani
- 4-5 p.m.: “Contemporary Concepts in Tooth Replacement: Paradigm Shift” with Dr. Dwayne Karateew

**Wednesday, Dec. 1**

- 10-11 a.m.: “Best Management Practice, Waste Management for the Dental Office, and OSHA Compliance” with Al Dube
- 11:20 a.m.-12:20 p.m.: “Hard- and

- Soft-Tissue Lasers” with Dr. Glenn van As
- 1-4:30 p.m.: “The Osseo University Summit: A Collection from Masters of Implantology” with Dr. Benedict Bachstein, Dr. Ethan Pansick, Dr. Enrique Merino, Dr. Jeffery Hoos, Dr. David Hoexter and Dr. Dwayne Karateew

For exact program details, please check the schedule under [www.DTStudyClub.com/gnydm](http://www.DTStudyClub.com/gnydm).

**At the GNYDM**

The DTSC symposia are free for registered attendees, but pre-registration is recommended. Also, due to limited seating, register early to ensure preferred seating.

For registration, please visit [www.gnydm.com](http://www.gnydm.com).

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