

# today



## Scenes from CDA Presents

Save with show specials, try your hand at the Money Booth and tweet for an Apple Watch.

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## An even better camera for dentists

The digital camera designed with dentistry in mind just got even easier and faster to use.

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## Sitting at the top of its class

This universal adhesive gets high marks when it comes to bonding with enamel and dentin.

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# Engage, explore, expand

By Sierra Rendon, *today* Staff

■ When you come to an event like CDA Presents, you probably have a goal (or two) in mind. Whether that goal is to pick out new products to increase innovation in your office or to learn new techniques to implement immediately, the opportunities are endless this week at CDA Presents The

\*see ENGAGE, page 3



ADHP dental students pause for a commemorative group photo before heading into the CDA Presents on Thursday morning in San Francisco. (Photos/Sierra Rendon, *today* Staff)

• Speaker Keith Washington explains the 'Latest Trends in Digital Marketing' at The Spot on Thursday morning. (Photo/Sierra Rendon, *today* Staff)



# Every topic you could want

By Sierra Rendon, *today* Staff

■ A bevy of educational opportunities continues today with workshops, lectures and free one-hour lectures on the exhibit hall floor.

Every topic you might want to learn more about in relation to your dental practice seems to be touched upon, including billing, team-building opportunities, chairside CAD/CAM, implant restorations and so much more. Here are just a few of the high-lights for today's schedule:

- "A Primer on Marijuana and its Dental Implications" with Dr. Harold

Crossley from 8-10:30 a.m. in Moscone North 22/23, and offering 2.5 C.E. units.

- "Ask the Expert: Regulatory Compliance 2018" with speaker Teresa Pichay from noon to 1 p.m. at The Spot (on the exhibit hall floor), and offering 1 C.E. unit.

- "Smile Line Rehabilitation with Implants" with Dr. George Priest from 12:30 to 3 p.m. at Moscone North 20/21, and offering 2.5 C.E. units.

Grab the pull-out schedule from the CDA Presents Guide or download the app for more information on educational opportunities.

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Attendees stream through the aisles of the exhibit hall Thursday at CDA Presents.

**ENGAGE** *from page 1*

Art and Science of Dentistry here in San Francisco.

A diverse range of educational topics are covered in this week's CDA schedule, featuring world-class speakers and pillars in the dental industry. From oral surgery to bone grafting to forensic dentistry and laser-assisted dentistry, you are sure to find a lecture, workshop or exhibit-hall demonstration that fits your exact needs.

At the same time, about 600 exhibiting companies are available in the exhibit hall, presenting the best products, technology and services to optimize your dental practice. Pay extra attention to new products and show specials so that you make the most of your time here at CDA Presents.

Here are some highlights to keep in mind while exploring the exhibit hall:

- **Seamless digital workflow:** Henry Schein One is launching Dentrix® G7, featuring integration with imaging software and Dentrix Smart Image. By integrating imaging solutions through Dentrix Smart Image, practitioners can access images from a single place in Dentrix – the Patient Chart – which also improves workflows for case diagnosis and acceptance.

This award-winning practice-management system integrates with the industry's leading digital-imaging solutions to enhance both clinical and financial workflow and improve efficiencies for diagnosis and billing. Visit booth No. 614 for more information.

- **Fast and easy oral screening:** ARKRAY, booth No. 842, is introducing SiLL-Ha Oral Wellness System, a breakthrough approach to salivary screening, oral care and overall well-



Brandon Correa, equipment sales specialist, at the Henry Schein booth, No. 516, notes CBCT show specials could save clinicians as much as \$15,000.

ness. A simple, elegant system using a saliva sample and a five-minute process yields a patient-friendly, multi-point analysis for your patients.

- **The Omnicore™ Solution:** Henry Schein One is launching TechCentral's new, all-in-one network infrastructure solution, Omnicore, here in San Francisco. Omnicore provides essential hardware and services to support dental practices' IT needs. "Maintaining hardware, operating systems and software can be very time-consuming and expensive for dentists," said John DeMark, TechCentral director of sales, Henry Schein One. "Customers using OmniCore can rely on TechCentral to deliver a

'network-in-a-box' solution that provides greater peace of mind, giving dentists more time to deliver quality patient care rather than worry about IT maintenance."

- **Simplifying restoration:** The glidewell.io™ In-Office Solution is a chairside restorative ecosystem that simplifies the restoration process. Clinicians can design and mill single-visit restorations in-office or send cases to the lab through a single easy-to-use interface. To learn more about this technology, visit Glidewell Dental at booth No. 1303.

The exhibit hall is open until 5:30 p.m. today and from 9:30 a.m. to 4:30 p.m. Saturday.

# Scenes from Thursday



• Ask any of these friendly faces about DenMat's show specials, including a special Hartzell Instruments giveaway, at booth No. 1018.



• Don Christensen and Carrie Maggard at the Shofu booth, No. 828.



• Stop and take a picture in the photo booth at the HiOssen booth, No. 1234, to mark your CDA trip.



• Erin Halvorson of Designs for Vision, booth No. 928, helps an attendee pick out the best kind of loupes for his individual needs.



• Visit the team at Crosstex, booth No. 1412, to see all the company's newest products.



• From left, Loren Sucher, Ben Nielsen and Michael Fillmore are here to share with you the latest on Dentrix G7, featuring Dentrix Smart Image. Stop by booth No. 614 to learn more!



• Ben Olson and Danielle Teague at the COLTENE booth, No. 1312.

Photos/Sierra Rendon,  
*today* Staff

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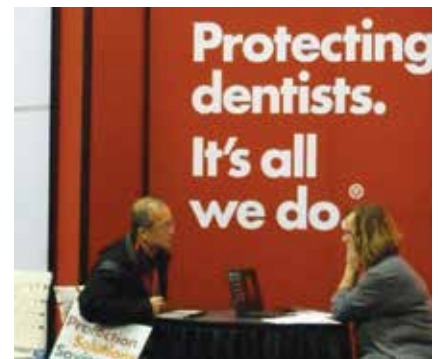
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• Steve Griffith and colleagues at the Planmeca USA booth, No. 1428, highlight the benefits of the ProMax 3D unit.



• The Orascoptic booth, No. 702, stays busy Thursday in the exhibit hall.



• Stacy Diego works one-on-one with an attendee Thursday morning at The Dentists Insurance Company booth. For help with all your insurance and malpractice needs, stop by the TDIC booth, No. 811.



• Want to win an Apple Watch or other fun prizes? Stop by PureLife Dental, booth Nos. 808/1609, and take a picture with this cuddly guy (ECO II Man). Then post it to Twitter or Instagram with #eco2man and #cdaSF, and you could win big!



• Tess Mandapat of Fotona helps an attendee at booth No. 1817.



• SSG Rivera and SFC Foronda stand at attention in booth No. 2203, ready to provide attendees the latest information on serving in the U.S. Army medicine team.



• CDA Presents registration continues through Saturday, with plenty of educational opportunities available each day.

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• Visit Glidewell Dental, booth No. 1303, to experience the glidewell.io solution, offering a way to make one-appointment restorative dentistry simple, flexible and affordable.



• Meisinger USA President Alex Miller, at left, talks with CDA attendees at the booth, No. 1608.



• Chris Hebb of Midmark Corp., booth No. 528, helps an attendee pick out equipment.



• Attendees head from educational courses to the exhibit hall Thursday morning at CDA Presents.



• Ask Mike Larsson and LJ Bignone of Solvay Dental 360, booth No. 2132, about the new Ultraire AKP.



• A CDA attendee takes a whirl in the TDSC Money Booth, No. 811. Try your hand at it, and win dental supplies, gifts and promotional items.

• Bryan O'Loughlin offers a demonstration of TechCentral's newly launched OmniCore. Visit the Henry Schein One booth, No. 614, to view it all in person.



• Learn about an easier way to deliver nitrous oxide at the Porter Instrument booth, No. 1628.



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