CDA Presents • San Francisco, California • Thursday, August 20, 2015 Vol. 7, No. 1

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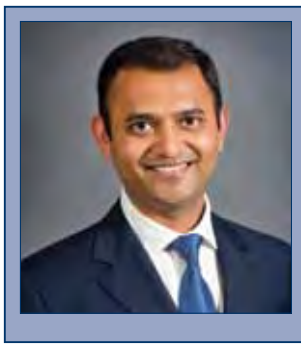

The secret to CEREC CAD/CAM

Want to learn how to achieve esthetic anterior restorations? This free webinar will teach you!

»page 7

A camera that's designed for you

Dental photography requires special needs, and this camera just may fit the bill for all of them.

»page 8

Six times the comfort

There is an easy way to achieve proper dental isolation and moisture control.

»page 12

A golden opportunity

San Francisco's famed cable cars are just blocks away from the Moscone Center. (Photo/Provided by California Travel and Tourism Commission/ShutterStock)

■ If you have arrived here in San Francisco this week ready to learn about the latest clinical and technological advances in the industry, earn C.E. credits, network with colleagues and hear from some of dentistry's most captivating speakers, then you are in the right place.

One highlight of this week's CDA Presents The Art and Science of Dentistry is sure to be the series of cadaver dissection workshops, which will teach attendees about such things as the indications and contraindications for functional and esthetic crown lengthening surgery, predictable outcomes for vertical and horizontal ridge contours and attached gingival, key anatomical relationships in the orofacial region, anatomical factors relating to vascular pain that may mimic odontogenic or temporomandibular-related issues and more.

The cadaver workshops include

»see GOLDEN, page 3

S.F. dental school's virtual museum highlights dentistry's history

Images and text document evolution of dental chairs, handpieces, business cards and more

■ Five new exhibits showcasing artifacts of dental history are now available for viewing on the recently launched website *www.dentalmuseum.pacific.edu*, which was created by the University of the Pacific, Arthur A. Dugoni School of Dentistry.

The exhibits are also accessible to the school community on digital kiosks located on the first and fourth floors of the school. The digital exhibits are part of the ongoing Virtual Museum Project, which began in 2012 as a creative way to present the school's A. W. Ward Museum collection. For the past two years, Dr. Dorothy Dechant, curator of the A.W. Ward Museum, has been working closely with school photographer Jon Draper to photograph artifacts of all shapes and sizes—from tiny dental burs to heavy antique dental chairs.

Viewers can now browse through five exhibits: "Please Have a Seat: Evolution of the Dental Chair," "A Dynamic Decade: Speeding Up the Handpiece," "Painless Promises: Business Cards of the Victorian Dentist," "Still Lives in Dentistry: The Artifacts" and "There & Back Again: Our San Francisco Story."

Dechant said that the idea for the virtual museum took shape in conversations with former dean, Patrick J. Ferrillo Jr., in 2012, when discussing how the museum would transition to

»see MUSEUM, page 4

A virtual museum image from the online exhibit 'Business Cards of the Victorian Dentist,' viewable at *www.dentalmuseum.pacific.edu*. (Photos/Provided by University of the Pacific, Arthur A. Dugoni School of Dentistry)

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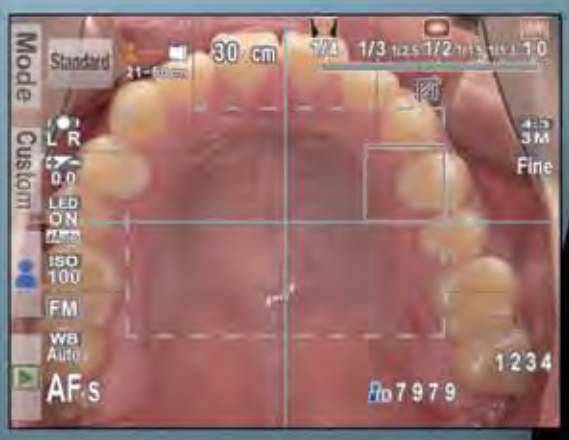

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*Brinker, S. (2015, January). HIPAA compliance and digital photography with personal mobile devices. Dental Products Report, 76-80

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today CDA Presents The Art and Science of Dentistry Show Dailies Vol. 7 appear during the CDA Presents meeting in San Francisco, California, August 20–22, 2015.

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GOLDEN *from page 1*

"Functional and Esthetic Crown Lengthening and Ridge Preservation," "Local Anesthesia: Human Cadaver Dissection" and "Anatomy of the Masticatory System: Clinical Application and Dissection."

Homayon Asadi, DDS, associate professor and course director of advanced head and neck anatomy at the University of the Pacific, Arthur A. Dugoni School of Dentistry, will co-host the full-day program with Henry A. Gremillion, DDS, dean at Louisiana State University in New Orleans.

In addition to the cadaver workshop, there are plenty of other lectures and workshops that give both dentists and their staff an opportunity to learn new things about the profession. One specific lecture, "Ultimate Dental Boot Camp: No-Shows and Cancellations, New Patients, More Treatment," will show you how to see more new patients, perform more treatment and reduce no-shows. The lecture will focus on understanding how better intra-office communication will make for a more enjoyable work experience.

If you are interested in learning more about conducting oral cancer screenings to help spread awareness and spot oral cancer before it becomes irreversible, you might want to attend Jonathan A. Bregman's "Enhanced Oral Cancer Detection: A Hands-On Experience" on Friday.

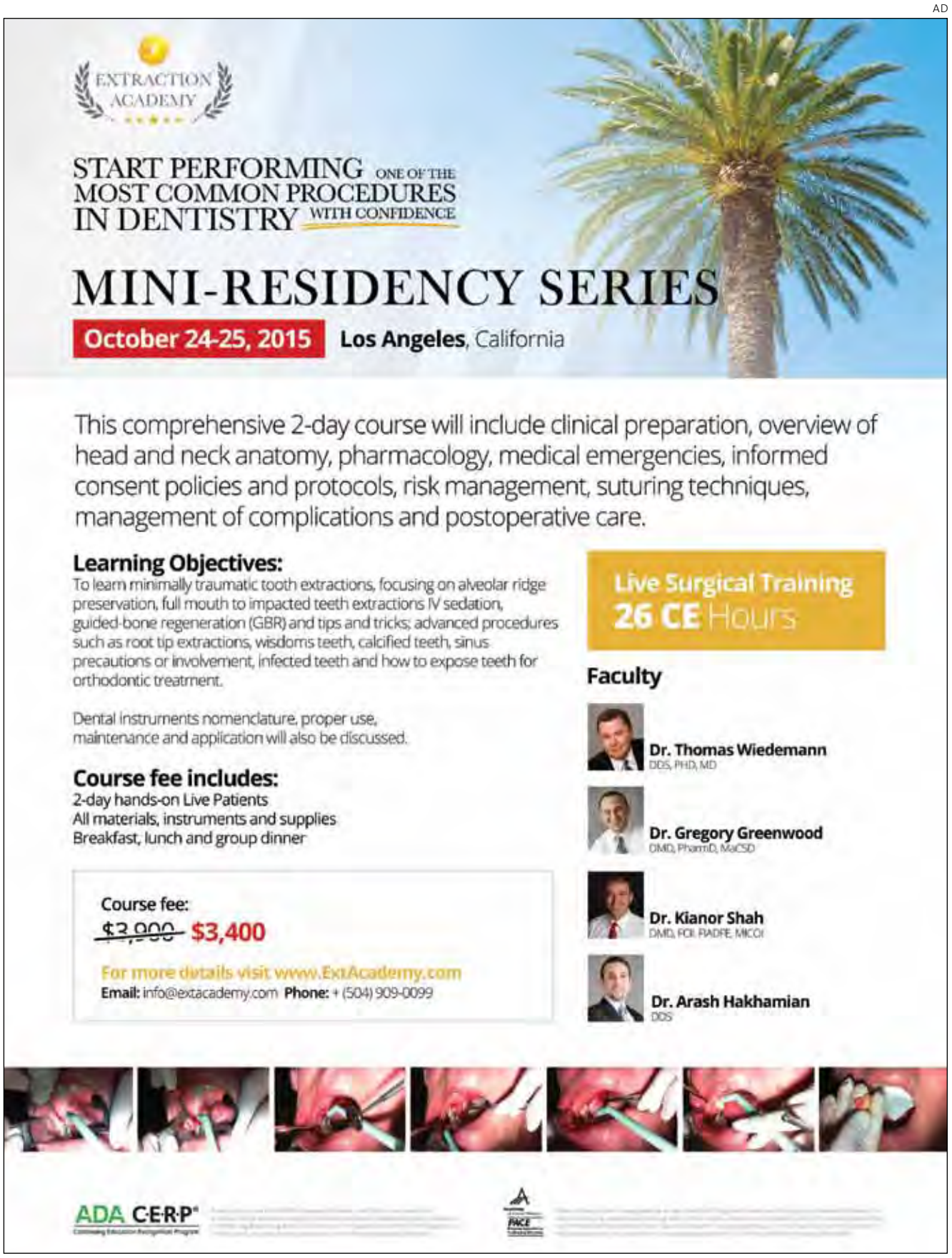
At this workshop, dentists and dental hygienists will be able to touch, feel and experience the new technologies that are available to enhance early detection of oral cancer. Working in pairs, you will experience each enhanced detection technology to determine which one works best for you.

Get the app

To make sure you don't miss anything this week, download the CDA app. The app features show schedules and speaker information, exhibitor and product listings, interactive maps, real-time alerts such as for course availability, an integrated social media hub and information on local hotels, restaurants and attractions. You also can get the latest news about the profession of dentistry as well as breaking-news alerts.

The app is available for iPhone, iPad, Android phone, Android tablet and Mobile Web (BlackBerry, Windows Phone).

AD



Virtual museum exhibit image, De Trey's Synthetic Porcelain Powder kit (circa 1930), used for artificial teeth, complete dentures, facings, inlays, veneer crowns and other restoration work.

MUSEUM *from page 1*

its space in the new school building, which opened last summer in downtown San Francisco. A virtual presentation was the solution that would allow broader access to the museum and digitally showcase artifacts that have been in storage due to space limitations. Some of the artifacts have now been gifted to other dental museums or sold at auction.

A team of colleagues in the school's design and photo, marketing and communications, and information technology departments worked with Dechant to put finishing touches on the website and kiosk exhibits.

"Please Have a Seat: Evolution of the Dental Chair" charts the dental chair during a 300-year span. Prior to the 17th century, tooth extractions were performed with patients sitting on the floor, their heads wedged between the dentist's knees. Dentists then took matters into their own hands, constructing their own dental chairs until the mid-1800s, when commercial manufacturers took over. The chair has come a long way since then, and today's design maximizes patient comfort while providing the dentist with adjustability that provides optimal access to the oral cavity.

"A Dynamic Decade: Speeding Up the Handpiece" includes this bit of history: Bur speeds increased dramatically in the 1950s when the idea of using turbines in airplane design inspired a new patent for the air turbine handpiece, accelerating the average handpiece from 6,500 rpm to 250,000 rpm. Pacific's very own Dr. Arthur A. Dugoni (then serving as assistant clinical professor of operative dentistry at the College of Physicians & Surgeons, which later became Pacific Dugoni) was one of the first to share his confidence in the new high-speed handpiece.

A wealth of information is stored in the A.W. Ward Museum, and Dechant has unique insight into the school's place in the histories of dentistry and San Francisco. One of the exhibits, "There & Back Again: Our San Francisco Story," charts the school's circular path through the city to its most recent move to its current Fifth Street location – almost the same spot as the school's original location in 1896.

The "Still Lives in Dentistry" and "Business Cards of the Victorian Dentist" exhibits showcase images of ornate objects from the 1800s and 1900s. Many of the photographs of the smaller artifacts were taken using a new photo tent set up, which enabled Draper to control the lighting of the objects, minimizing shadows and isolating the subject from the background.

Future exhibits being planned

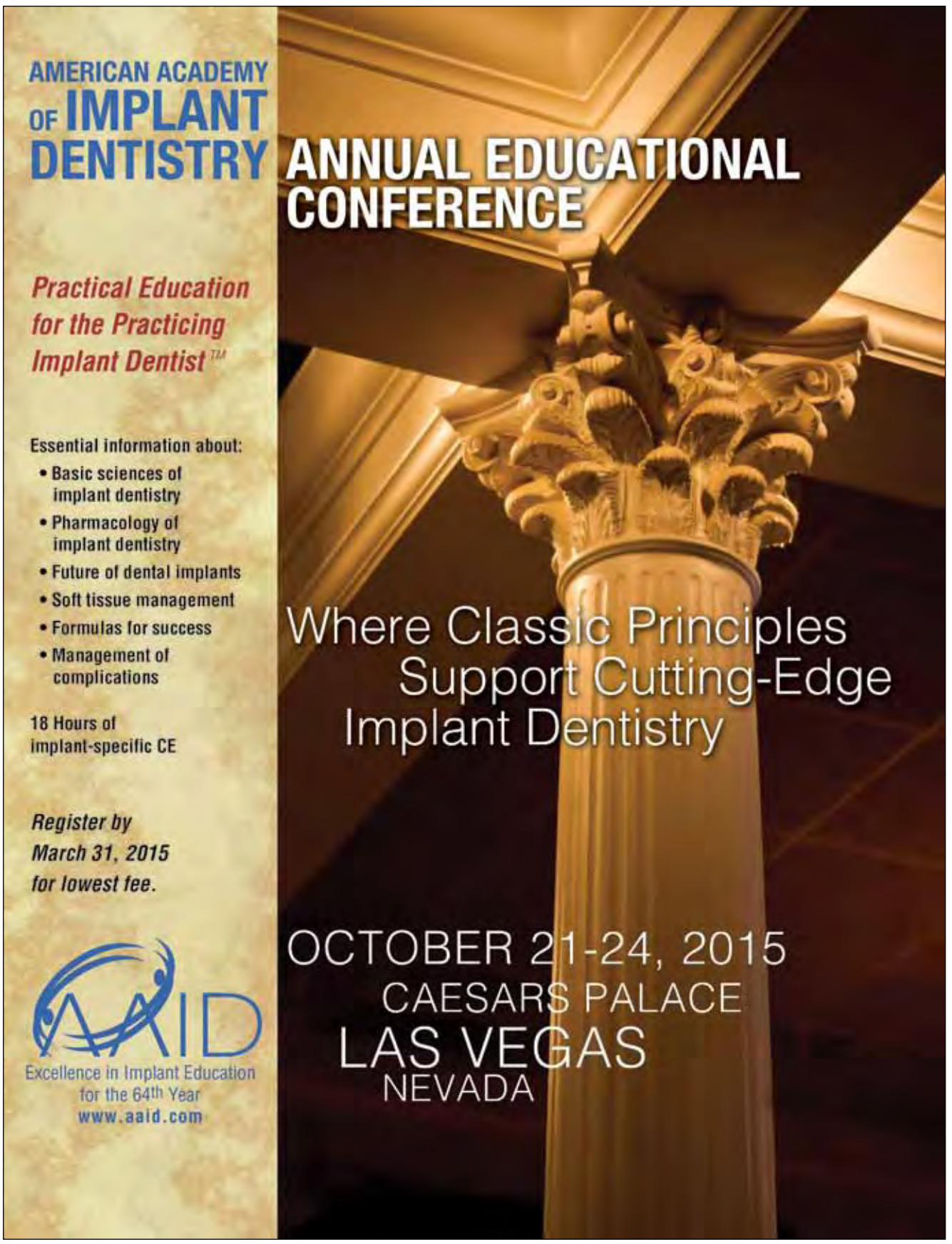
What's next for the virtual museum? Dechant said that she would like to work on an exhibit comparing items used in the dental school's early years with modern instruments used by Pacific Dugoni students today. She thinks viewers would be particularly interested in seeing the materials and methods students once used and learned – such as the gold foil technique and casting taught at the dental school up until 1980.

The A.W. Ward Museum of Dentistry was founded in 1974 in honor of one of the school's early graduates and a pioneer of surgical periodontics, Abraham Wesley Ward, class of 1902. Since then, the collection has grown through donations, made primarily by alums. Most of the artifacts date from the mid-1800s to mid-1900s. Donated items are catalogued, with description and donor information maintained in an EmbARK database.

Those interested in studying the collections may contact Dr. Dorothy Dechant, museum curator, at (415) 929-6627 or *ddechant@pacific.edu*.

(Source: University of the Pacific, Arthur A. Dugoni School of Dentistry)

AD



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1. Clinicians Report, TRAC Research, July 2014

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There is a better way (and LVI can show you how to get there)

By Mark Duncan, DDS, LVIF, FAGD, FICCMO, Clinical Director, LVI

■ You know how those days go — all morning long, it felt like you were struggling to keep on track with the schedule. Your team is frustrated because they haven't had their full hour lunch more than one day a week in as long as they can remember.

For more information

For more information on the Las Vegas Institute for Advanced Dental Studies, visit *www.lviglobal.com*.

You walked by the sterilization room 15 minutes ago, and it sure sounded like they were complaining to each other because you said to work in that emergency, and they were struggling to figure out how to pick up their kid from daycare on time. Again.

You want them to enjoy working here, but you have to be able to pay the bills. And your best assistant asked you again if she can have that raise you have been promising her. Don't they understand?

Today will be another day of three chairs and patient after patient asking you questions about treatment, all eager to get started with getting their mouth fixed, but yet you still won't see any of them show up on the schedule. They said they wanted to do the work, but for some reason, they never seem to come back and do it.

They say insurance doesn't cover it, or they ask for a pre-determination. Too bad they don't know the pre-determination doesn't mean much.

Today, you have 27 patients on your schedule and will work your butt off and still not have a chance to pee. It looks like you should be able to be done by 5, but today will finish worse than yesterday.

It feels like half of your patients are crankier than you are, and your team isn't really talking to you today, and you know when you get home, all you will want to do is go to sleep and wake up on Saturday — except it's still Tuesday!

It doesn't make sense — you have taken C.E. courses every time they come to town. The new insurance plan was supposed to make things easier. You bought a bunch of new equipment to save money on taxes — of course now you have to pay for it every month — but why does it seem like the harder you work, the further behind you get? There has to be a simple reason.

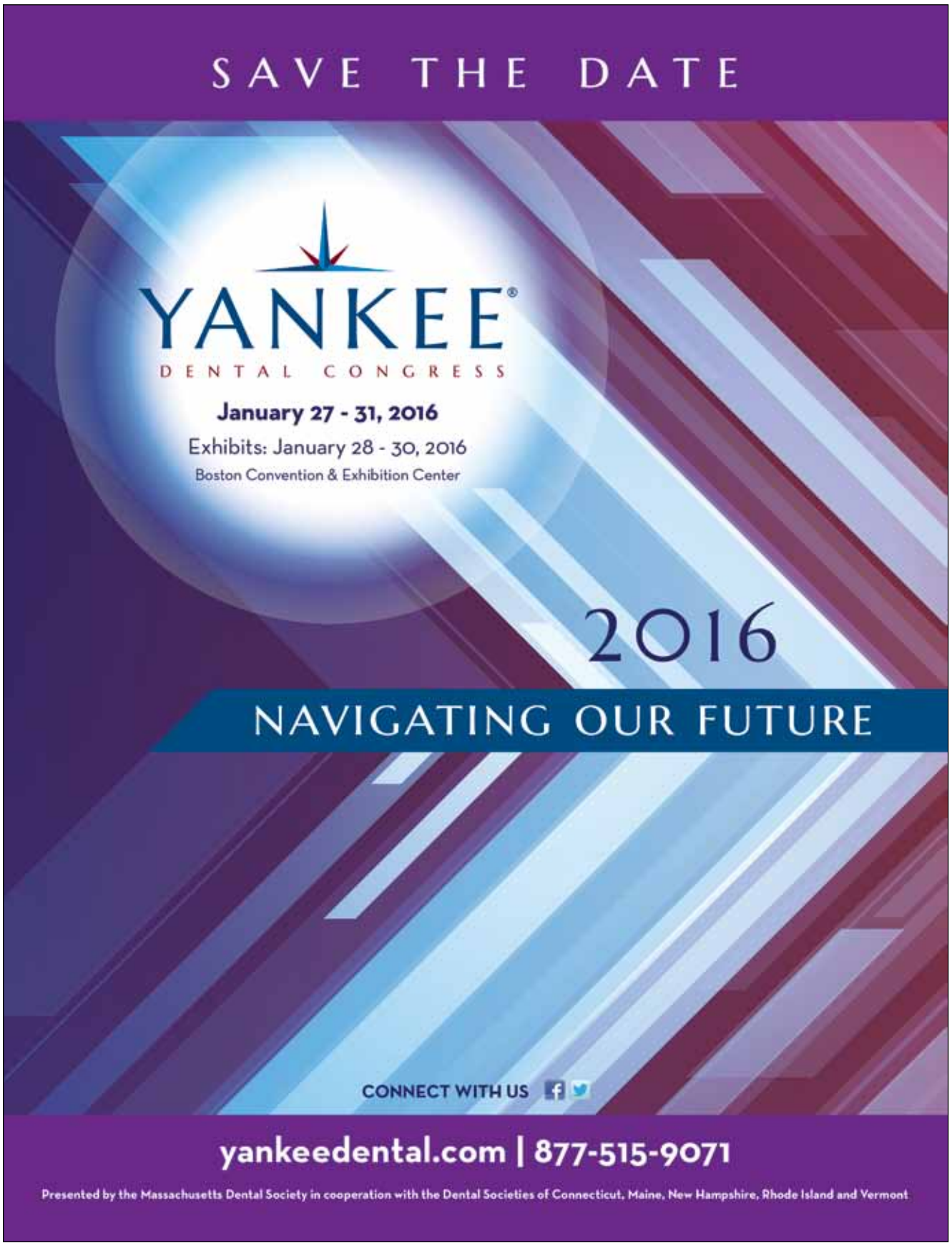
Well, it turns out there actually is — and it's something that you learned when you were about 5! Do unto others. More specifically, build systems in your office so that you can treat your patients the way you would want to be treated — comprehensively and with exceptional information to make good decisions — and produce a consistent experience time after time.

While doing that, add exceptional care — esthetic adhesive excellence like you see in the journals. But how?

Well, the answer happens to be the foundation that LVI was built upon — building the excellence in a patient-centered practice. And the programs at LVI have been teaching clinical excellence and communication and business systems for almost 20 years to help doctors do a better job of not only seeing the patient but, more importantly, connecting with them. Two decades of not only communication but comprehensive diagnosis and clinical excellence. As a result, the doctors at LVI have a statistically higher professional satisfaction and income.

Isn't it time you go find out what they are doing differently? Yes. Yes, it is — and congratulations on the journey you are about to start.

AD



3 CEREC CAD/CAM secrets revealed for esthetic anterior restorations

Live Sept. 3 webinar shows how to achieve optimal restorations

Most dentists regularly using CAD/CAM technology in their practice become proficient with posterior restorations. But anterior restorations are more challenging in terms of line angles, incised edges, emergence profile, texture and characterization. This has led many dentists to avoid or dread anterior restorations with CAD/CAM technology.

Esthetic results combined with the convenience of same-day dentistry leave patients thrilled with their experience, promoting loyalty and referrals to your practice.

In a live webinar, "Demystify Anterior CEREC: 3 Secrets to Esthetic Restorations," led by Dhaval Patel, DDS, you'll learn all the design methods available with CEREC software for anterior restorations and how to select the correct technique.

Once you've selected the right design technique, results can be enhanced with post-mill contouring.

You'll learn techniques that can be done quickly and efficiently to contour restorations post mill for producing the most realistic results.

Finally, the most esthetic results can be achieved through polishing or staining and glazing.

Every case is different, and you'll learn when to stain and glaze and when just polishing will provide the most life-like appearance.

Techniques covered in this webinar will help you feel more confident using CAD/CAM for anterior restorations and produce same-day results that your patients will love. Go to *www.dtstudyclub.com* to learn more.

(Source: Pacific Dental Services)

CEREC CAD/CAM expert Dhaval Patel, DDS

To attend

CEREC CAD/CAM expert Dhaval Patel, DDS, will present 'Demystify Anterior CEREC: 3 Secrets to Esthetic Restorations,' at 8 p.m. Eastern Time (5 p.m. Pacific) on Thursday, Sept. 3. To attend, simply log on to *www.dtstudyclub.com*. You will be asked to register, but the webinar is free.

During the course, you will learn how to use the correct design technique, how to scribe developmental grooves and contour restorations for realistic outcomes and how to stain and glaze restorations for lifelike appearances.

You will receive 1 C.E. credit for attending.

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EyeSpecial C-II: A dentistry exclusive

By Shofu Dental Corp. Staff

■ Designed exclusively for dentistry, the EyeSpecial C-II is a smart digital camera intended for clinical photography, dental/orthodontic case documentation and for use at the bench in a laboratory.

Equipped with a 12-megapixel sensor, a 49-mm close-up lens and a panoramic LCD touchscreen, the Shofu camera features eight preset dental shooting modes, each to address a specific need.

Standard mode will most likely be used for the majority of photography tasks. A variety of images can be taken in this mode, including reposing, smile, profile facial images, retracted anterior images, left and right buccal images, and upper/lower occlusal images.

Here at the CDA

For more information or to see the EyeSpecial C-II, visit booth No. 1621, go online to *www.shofu.com* or call (800) 827-4638.

Face mode is recommended for capturing facial images or upper torso photos. Surgery mode facilitates taking images from a greater distance, to remain clear of the dentist's area of operation.

Tele-macro mode is tailor-made for close-up photography and should be selected when higher magnification photos of anterior teeth, working models and indirect restorations are needed.

Mirror mode can be used for traditional clinical photography that requires the use of a mirror, including capturing of occlusal images.

Lab technicians and dentists working with ceramic restorations will find isolate-shade mode useful. This function grays out the gingival part of an image to attain flawless shade matching.

Get the EyeSpecial C-II Digital Dental Camera today. (Photos/Provided by Shofu Dental Corp.)

Whitening mode will be the hygienist's favorite when demonstrating the before-and-after whitening.

Low-glare mode activates anti-glare filters, a useful property when photographing anterior images and indirect restorations.

The EyeSpecial C-II captures high-quality images with ease and convenience, according to Shofu. It has an exceptional depth-of-field range, fast autofocus and anti-shake capabilities that ensure true-color reproduction and superb imagery.

Like smartphones and tablets, the Shofu camera is highly intuitive and user friendly, according to the company. It employs a spot-focus function, activated with a tap of a finger on the screen, and cropping grid lines, both of which make excellence in dental photography easy to achieve.

Operating the Shofu camera is virtually stress free as no extensive technical knowledge is required to work with the EyeSpecial C-II, an attribute that, according to the company, brings consistency and efficacy to treatment planning and allows the clinician to delegate clinical photography tasks to staff members.

The Shofu camera also offers numerous features that the company asserts will ameliorate patient communication and education. The LCD screen of the EyeSpecial C-II is larger than displays in typical smartphones and SLR-s, and it can be operated with a gloved hand. The draw/edit function enables making notes on images, which can be a good benefit when discussing treatment options with patients or pointing out problematic areas.

Designed for comfort and functionality, the EyeSpecial C-II exceeds stringent infection control protocols. The camera is water-, chemical- and scratch-resistant and can be disinfected within seconds with a wipe.

According to Shofu, the EyeSpecial C-II will help effectively harness the varied needs of the today's dental office, whether it is the dentist, assistant or hygienist performing clinical photography, case documentation or patient and lab communication.

AD

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