

today



Advance your skills

Training shouldn't just be something you have to squeeze in during your off hours. And now you don't have to.

»page 6



A camera designed just for you

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

»page 8



One device, consistent results

Dental isolation can make or break your patient cases. Make sure you get it done right.

»page 10

Deep in the heart of Texas



• The San Antonio River Walk. (Photo/Provided by San Antonio Convention & Visitors Bureau)

ADA 2014 kicks off with more than 300 C.E. courses and 550 exhibitors

■ From learning to networking to shopping to exploring San Antonio, there is a lot going on here at the ADA 2014. Check out the more than 300 continuing education courses, including the Education in the Round and C.E. opportunities on the show floor, or stop by to chat with the more than 550 exhibitors showcasing their state-of-the-art products and services today through Saturday in the exhibit hall. In addition, more than 150 related dental groups will also convene during the meeting.

One highlight of the week comes this morning at the Alamodome, when the ADA welcomes former President George W. Bush to ADA 2014 with the Opening General Session and Distinguished Speaker Series.

*see TEXAS, page 3

Free clinic to treat 1,000 underserved patients

■ The Henry B. Gonzalez Convention Center will be transformed into a 100-chair dental clinic on Sunday to treat about 1,000 adults and children who have limited financial resources or are otherwise unable to visit a dental office. Patients will be treated from 5:30 a.m. to 5:30 p.m.

This Mission of Mercy (MOM) event comes to San Antonio as part of ADA 2014 and includes more than 1,000 volunteer dentists, hygienists, assistants, students and community workers from across Texas and the nation. Almost 30 sponsors are providing



• The Mission of Mercy event on Sunday will provide free care to about 1,000 adults and children. (Photo/Provided by dreamstime.com)

financial and in-kind support. The event is held in cooperation with the ADA Foundation and the San Antonio District Dental Society.

There is no doubt that America faces a dental health crisis. This year, more than 75 million Americans won't visit a dentist even though nearly half of people older than 30 suffer from some form of gum disease and an estimated 25 percent of children younger than 5 already have cavities. According to 2012 U.S. Census data, 17.2 percent of Texans live in poverty. For a family of three, that

is income less than \$18,500 per year.

Caring for those in need is woven into the fabric of the dental profession. The ADA estimates that dentists provided \$2.16 billion in free or discounted care in 2007 alone. Nationwide, MOM programs have delivered approximately \$88 million in free care to 151,000 people since 2008.

The 2012 Mission of Mercy held in San Antonio was the largest health-care event in the city's history, treating 1,183 patients at an estimated \$732,311 worth of free dental treatment.



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TEXAS *from page 1

"We are excited and honored to have (former) President Bush speak at the annual meeting," said Dr. James E. Galati, 2014 chair for the Council on ADA Sessions. "I believe his charitable work and experiences can inspire all dentists, no matter what their political beliefs are."

Exhibit hall C.E. opportunities

The ADA offers attendees a productive and innovative take on the power lunch by presenting different options to earn continuing education credit on the exhibit hall floor.

- The new Specialty Pavilion will feature lectures followed by a meet-and-greet, where attendees can ask questions of the speakers, engage in peer-to-peer discussion and network.

The programs will be held in Hall C/D, booth No. 1471.

- Learn more about dental office design and see the winners of the 2014 Dental Office Design Competition at the Dental Office Design Center in Hall C/D, booth No. 1016.

- See and test the 19 Best of Class winners at the 2014 Pride Institute Technology Expo and earn C.E. at 12 free one-hour continuing lectures in Hall A/B, booth No. 4139.

- See live-patient demonstrations, from digital impressions to in-office milling, at the Live-Patient CAD/CAM stage in Hall C/D, booth No. 1043.

- Learn about safe and effective use of laser technology at the Laser Pavilion, Hall A/B, booth No. 3427.

- Hear a presentation from one of 14 up-and-coming speakers on a wide range of topics at the New and Emerg-

ing Speaker Series in Hall A/B, booth No. 3831.

- View the work of dental student scientists at the 54th ADA/DENTSPLY Student Clinician Research Program from 1–3 p.m. Saturday on Level 2, outside Room 217.

- Spend an hour learning how to improve your curing light technique at the ADA Professional Product Review Booth. The course includes a short presentation and time at one of four hands-on stations. It can be found in Hall A/B, booth No. 2614.

ADA 2014 mobile app

The new mobile app is now available. Sync your course schedule to the mobile app and get updated course information, exhibitor listings, show specials and more. Check your mobile app store to download it.

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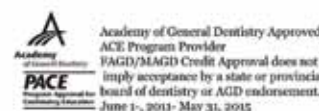
"If you are truly interested in building a practice away from having to do "retail dentistry" then LVI is the VERY BEST place to learn the VERY BEST from the VERY BEST! I only wish that I had been smart enough to have started 15 years ago!"
Dr. Terry Frey, North Vernon, IN

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Call 888.584.3237 or visit www.lviglobal.com.

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*Strategic Dental Marketing



LVI Core I three-day course designed for doctors and their teams to learn together

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

■ Welcome to ADA 2014, and congratulations on actively moving your understanding and professional success forward!

It is only through excellent education that we individually grow and develop as dental health professionals and, through that, build a practice that is not just successful but deliv-

For more information

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



• The Las Vegas Institute for Advanced Dental Studies. (Photo/Provided by LVI)

ers comprehensive and high-quality care.

As a patient, I expect the best care I can find. As a doctor, I want to deliver the best care possible.

That takes us to the power of continuing education, and as doctors, we are

faced with many choices in continuing education.

As a way to introduce you to the Las Vegas Institute for Advanced Dental Studies, or LVI, I want to outline what LVI is about and what void it fills in your practice. The alumni who have completed programs at LVI were given an independent survey, and unlike the typical surveys, 99.7 percent said they love practicing dentistry, and of those surveyed, 92 percent enjoy their profession more since they started their training at LVI. That alone is reason enough to go to LVI and find out more.

While the programs at LVI cover the full breadth of dentistry, the most powerful and life-changing program is generally reported as being Core I, or "Advanced Functional Dentistry – The Power of Physiologic Based Occlusion." This program is a three-day course that is designed for doctors and their teams to learn together about the power of getting their patients' physiology on their side.

In this program, doctors can learn how to start the process of taking control of their practice and start to enjoy the full benefits of owning a practice and providing high-quality dentistry. Regardless of whether it is a solo practice or a group setting, every doctor can start the process of creating comprehensive care experiences for his or her patients.

We will discuss why some cases doctors are asked to do are actually dangerous ones to restore cosmetically. We will discover the developmental science behind how unattractive smiles evolve and what cases may need the help of auxiliary health-care professionals to get the patient feeling better.

The impact of musculoskeletal signs and symptoms will be explored, and we will look at how the supporting soft tissue is the most important diagnostic tool you have – not simply the gingiva but the entire soft-tissue support of the structures, in the mouth and also in the rest of the body.

A successful restorative practice should not be built on insurance reimbursement schedules. An independent business should stand not on the whims and distractions of a fee schedule but rather on the ideal benefits of comprehensive care balanced by the patients' needs and desires.

Dentistry can be a challenging and thankless business, but it doesn't have to be. Through complete and comprehensive diagnosis, there is an amazing world of thank yous and hugs and tears that our patients bring to us when we change their lives. The Core I program at LVI is the first step on that journey. That's why when you call, we answer the phone: "LVI, where lives are changing daily!"

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TORONTO ACADEMY of DENTISTRY 77th ANNUAL WINTER CLINIC IS ON THE MOVE FRIDAY, NOVEMBER 14, 2014



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Winter Clinic 2014 is the opportune time for the entire dental team to network with colleagues in an engaging environment.

Get ready for the latest trends, techniques and technologies presented by a host of high level professionals.

Now in its 77th year, Winter Clinic is the most information-packed, dynamic program ever. Look forward to an exceptional line-up of sessions including **Core1** programs delivered by noted professionals in the dental industry.

Winter Clinic is your last opportunity to choose from a variety of **CE** credits before year end.

Mark Your Calendars today for Friday, November 14th, 2014. Toronto Sheraton Centre

Look for our regular updates in Oral Health and Oral Hygiene magazines and our website www.tordent.com. Join our Facebook page for updates and engage your peers in conversation.

See you at the Toronto Sheraton Centre!



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PRE-SYMPOSIUM THURSDAY, OCTOBER 23, 2014

SPEAKER	TITLE
Lee Culp	Achieving Esthetics with Monolithic CAD/CAM Restorations
Walter Renne	CAD/CAM as a Teaching Tool in the Predoctoral Curriculum
Markus Blatz Petra Guess	An Introduction to CAD/CAM Systems: Lab-Based Systems An Introduction to CAD/CAM Systems: Intraoral Systems
3Shape	Advanced Implant Planning with Open CAD/CAM Systems
CMC	Role of the Commercial Milling Center in the Manufacturing Workflow
Marcus Abboud	Digital Dentistry Simplified: How Do I Start?
Nelson Silva, Chair	CAD/CAM Dental Practice Models Round Table

SCIENTIFIC PROGRAM DAY 1 FRIDAY, OCTOBER 24, 2014

SPEAKER	TITLE
Jonathan Ferencz	Opening Remarks
Lyndon Cooper, Keynote speaker	Conventional Versus Digital Prosthodontics
Markus Blatz	Digital Solutions for Today and Tomorrow
German Gallucci	Digital Implant Treatment Planning
Petra Guess	All-Ceramic Materials and Treatments for Conservative Digital Dentistry
Marcelo Calamita	Treatment Planning Using Digital Tools
Nelson Silva	Understanding Materials Optimized for Digital Dental Applications
Irena Sailer Vincent Fehmer	Digital Dental Technologies for the Complex Dental Reconstruction
Eric Van Dooren	Managing Esthetic Challenges in Implant Dentistry Using Digital Techniques
Peter Wöhrle	Optimizing Esthetic Outcomes Using Digital Applications for Implant Dentistry

SCIENTIFIC PROGRAM DAY 2 SATURDAY, OCTOBER 25, 2014

SPEAKER	TITLE
Paulo Kano	Achieving Esthetics with Digital Dentistry
Galip Gürel	Incorporating Digital Techniques into Conservative Anterior Esthetic Dentistry
Lee Culp	Digital Dentistry and the Commercial Laboratory
Carlo Marinello	CAD/CAM Applications for Complete Edentulism
Lawrence Brecht	Digital Workflow for Maxillofacial Reconstructions

October 23–25, 2014
Renaissance Orlando
at SeaWorld, Florida

Jonathan Ferencz, Scientific Chair

Speakers

Marcus Abboud	Galip Gürel
Markus Blatz	Paulo Kano
Lawrence Brecht	Carlo Marinello
Marcelo Calamita	Walter Renne
Lyndon Cooper	Irena Sailer
Lee Culp	Nelson Silva
Vincent Fehmer	Eric Van Dooren
German Gallucci	Peter Wöhrle
Petra Guess	

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Advancing your skills to advance your career

By Aspen Dental Staff

■ In a recent study among 200 dentists, the vast majority expressed interest in ongoing training to advance their skills. In fact, 81 percent of experienced dentists and 92 percent of recent dental school graduates said they would like to continue improving their skills.

Furthermore, 41 percent of experienced dentists and 62 percent of recent graduates would like an assigned mentor to help in their development.

Whether it's maintaining accreditation to meet licensure requirements or learning new techniques to improve the quality of care, even the most seasoned dentists recognize the value of continuing education.

The question remains how to find proper training that is not only useful but convenient given your busy patient schedule and the other responsibilities required to manage and grow your practice. With private practice, dentists often have to squeeze in training at night through online courses or other resources. What's more, recent graduates often have to learn the ropes of a new

practice with little supervision or mentorship.

The vast network of dentists and specialists at Aspen Dental, however, offers the structure and resources to give you plentiful learning and mentorship opportunities. For example, the Doctor Development Program at Aspen is offered to all new dentists. It was designed by a group of Aspen Dental practice owners who identified key components for transitioning newly hired dentists to Aspen Dental and then fostering their development through each step in their career.

Upon joining Aspen, all dentists are assigned an Aspen mentor doctor who creates a personalized training program based on experience level and continues to serve as an advisor on an as-needed basis. Prior to even starting your position with Aspen, you spend a full four weeks with your mentor in his or her office, office, which offers you the most supportive onboarding experience possible.

Your first year might include clinical experience and supervision to refine your capacity for complex procedures, treatment planning and case presentations, plus consultations with your mentor and online



Here at the ADA

To learn more about the Doctor Development Program, visit www.aspendentaljobs.com/DentistDevelopment or stop by booth No. 4136.

(Illustration/Provided by Aspen Dental)

education to earn free ADA CERP-accredited C.E. credits.

Throughout your entire career, Aspen Dental provides advanced clinical education to stay abreast of the latest devices, techniques and protocols. You also get access to Aspen's Practice Ownership Program, which

may include workshops or a special ownership retreat for developing your managerial and leadership skills.

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EyeSpecial C-II: A digital camera designed exclusively for dentistry

By Shofu Dental Corp. Staff

■ Shofu Dental Corp. announces the latest addition to its extensive product line: the EyeSpecial C-II Digital Dental Camera.

The EyeSpecial C-II digital dental camera is designed exclusively for dentistry and features 12 megapixels and eight shooting modes that are easier, faster and more reproducible to ensure the best quality of images are achieved.

The EyeSpecial C-II offers a high-performance, 49 mm close-up lens, intuitive one-touch operations, an ultra-lightweight sleek body design and a large LCD touchscreen, which allows the user to view and scroll through images effortlessly, even with a gloved hand.

Designed to produce superb image quality, EyeSpecial C-II has exceptional depth of field range, fast auto-focusing and anti-shake capabilities,

Here at the ADA



Stop by booth No. 3917 to see a live demonstration of the EyeSpecial C-II Digital Dental Camera. The first five orders each day will receive a free storage case (\$100 value).

as well as infrared, UV and anti-reflection filters to help achieve those high-quality images.

Although lightweight, the camera is very durable and will withstand the occasional mishandling. It is scratch- and scuff-resistant, as well as water and chemical proof, which is essential for infection control in the office.

Created for dental and orthodontic photography, case presentations and at the bench in a laboratory, EyeSpecial C-II is user friendly and can be held comfortably with one hand,

freeing the other to use a cheek retractor or mirror.

Included with the EyeSpecial C-II is a 4 GB SD XC card, but the camera is also compatible with an Eye-Fi Pro X2 card, allowing images to be automatically transferred and uploaded onto a computer, tablet or smartphone.

With a retail price of \$2,795, EyeSpecial C-II comes with a 4 GB SD XC card, four AA batteries, a Kenko 49 mm macro lens for close-up shots, a computer connection cord and hand strap and a flash calibration card.

In addition, SureFile photo management software is available for free download. This software will allow the user to automatically sort and file images by patient name or ID number, saving time and improving HIPA standards.

Shofu's EyeSpecial C-II is designed exclusively for dentistry and adds consistent efficiency to all your dental photography needs.



• Get the EyeSpecial C-II Digital Dental Camera for \$2,795. (Photos/Provided by Shofu Dental Corp.)

It is available at www.shofu.com or contact Shofu Dental Corp. at (800) 827-4638.

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*Why is everyone #BeamingWithBiolase?
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