

DAILY AT CDA!

# DENTAL TRIBUNE

The World's Dental Newspaper • U.S. Edition

SATURDAY, MAY 5, 2012 — VOL. 5, No. 3

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## SO MUCH TO DO

600 exhibitors bring the most innovative products and services in the industry — and activities to promote them.

► pages 4 & 5



## HEAD TO ORLANDO

Want an educational experience combined with family time? Then this is the show for you.

► page 6



## WIN AN iPad

At the Suni booth, you can shoot a basket for a chance to win an iPad and, at the same time, get the latest on low-radiation X-rays.

► page 8



# One more day

*There are products and services for every need — but time's running out, so act now!*

By Fred Michmershuizen  
Dental Tribune

**W**ith 600 companies exhibiting their products and services here at the California Dental Association's Anaheim meeting, there is something for everyone. But you have to act fast, because the exhibit hall closes at 4:30 p.m.

If you haven't already done so, you might want to consider the following:

► See DAY, page 2



The exhibit hall floor got a bit crowded with attendees on Friday morning.  
Photos/Fred Michmershuizen, Dental Tribune

## Hands-on learning — and much more

By Fred Michmershuizen  
Dental Tribune

There's plenty for you to learn here at CDA Presents — from hands-on workshops to lectures to presentations offered right on the exhibit hall floor. Among the many highlights on Friday, Dr. Lee Ann Brady offered a workshop titled "Fabricating Exquisite Anterior Provisionals," and Dr. Robert

C. Fazio presented a lecture titled "Medicine, Dentistry and Drugs."

Today, some of the highlights include "Update in Contemporary Restorative Dental Materials," to be presented by Dr. Terence E. Donovan; "Smile Design, Occlusal and Esthetic Techniques," by Dr. Gerard J. Chiche; and "Creating the Ultimate Doctor-Patient Hygiene Exam," by Karen Davis, RDH. Check the program guide for times and locations.



Dentists hone their endodontic technique Friday morning during a hands-on workshop led by Dr. Kenneth Koch and Dr. Dennis Brave. Photo/Fred Michmershuizen, Dental Tribune



The guys from DentalGenie can show you how to connect with more patients using tools for mobile phones. Pictured from left are Sachin Abhyankar, Vikram Boregowda and Ravikiran Mara.

#### EXPLORE, Page 1

Carestream Dental (booth No. 402) is introducing its new CS 1600 multi-use intraoral camera. According to the company, it's got the widest focus range on the market (1 mm to infinity), is easy to use and features the same unique liquid-lens autofocus technology as Carestream Dental's 1500 intraoral camera, as well as a sophisticated 18-LED illumination system and an optional polarizer filter to reduce glare.

Carestream is also unveiling a new Scheduler for its CS SoftDent practice management software. Designed to give practice administrators a better handle on the interruptive environment of the front desk, the new scheduler quickly provides easy access to an array of information. According to the company, it improves office efficiency, productivity and communication, streamlining tasks such as booking new appointments, looking up patient records and updating appointment cards.

Ultradent Products (booth No. 2130) is launching Edelweiss, a uniquely engineered composite veneer system, here at CDA Presents. It's billed as a low-cost, esthetic alternative to custom lab veneers.

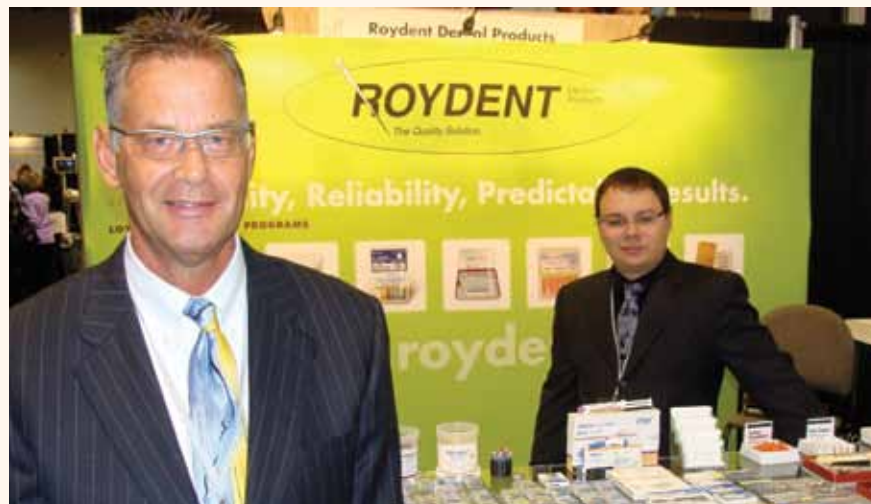
According to the company, each composite veneer in the Edelweiss system is laser sintered, combining a high-gloss, uniform surface with a thermally tempered base. Ultradent intends Edelweiss as a solution for those seeking a lower-cost alternative to custom lab veneers, unlocking the opportunity for dentists to offer esthetic smiles to more patients.

For those who perform root-canal therapy, Roydent Dental Products (booth No. 1328) is offering its popular C-Files in new sizes — 12.5, 15 and assorted packs 06-10, all in 21 mm and 25 mm lengths. The new 12.5 is an exclusive size to Roydent and allows clinicians to make a half step with instrumentation between sizes 10 and 15.

Nancy Connor, Roydent's sales and marketing manager, says the C-Files provide an ideal and extremely effective way to instrument calcified canals. They are also ideal for locating canals and instrument-



Ed Shellard of Carestream Dental (booth No. 402).



Dave Sherman, left, and Richard Olff of Roydent Dental Products (booth No. 1328).

ing narrow canals. Their non-cutting tip allows dentists to break through calcification safely and efficiently.

DUX Dental (booth No. 1216) is offering BRONZE, an alternative to the common dental X-ray apron. The BRONZE apron is a reversible charcoal, lead-free X-ray apron that is designed to add a sophisticated look to the dental operator. It's also lightweight.

For those who would like to attract

new patients, there's DentalGenie, which uses mobile phone technology to let new patients connect with you. Patients can send queries, seek initial diagnosis and get access to specials with a simple click from their smart phones. It's designed to help you get more patients. You can send coupons and promotions to potential patients who are nearby, and you can learn about their issues before appointments are scheduled.

## DENTAL TRIBUNE

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#### PUBLISHER & CHAIRMAN

Torsten Oemus [t.oemus@dental-tribune.com](mailto:t.oemus@dental-tribune.com)

#### CHIEF OPERATING OFFICER

Eric Seid [e.seid@dental-tribune.com](mailto:e.seid@dental-tribune.com)

#### GROUP EDITOR

Robin Goodman [r.goodman@dental-tribune.com](mailto:r.goodman@dental-tribune.com)

#### EDITOR IN CHIEF DENTAL TRIBUNE

Dr. David L. Hoexter [d.hoexter@dental-tribune.com](mailto:d.hoexter@dental-tribune.com)

#### MANAGING EDITOR SHOW DAILIES

Kristine Colker [k.colker@dental-tribune.com](mailto:k.colker@dental-tribune.com)

#### MANAGING EDITOR

Fred Michmershuizen  
[fmichmershuizen@dental-tribune.com](mailto:fmichmershuizen@dental-tribune.com)

#### MANAGING EDITOR

Sierra Rendon [s.rendon@dental-tribune.com](mailto:s.rendon@dental-tribune.com)

#### MANAGING EDITOR

Robert Selleck [r.selleck@dental-tribune.com](mailto:r.selleck@dental-tribune.com)

#### PRODUCT & ACCOUNT MANAGER

Gina Davison [g.davison@dental-tribune.com](mailto:g.davison@dental-tribune.com)

#### PRODUCT & ACCOUNT MANAGER

Humberto Estrada [h.estrada@dental-tribune.com](mailto:h.estrada@dental-tribune.com)

#### MARKETING MANAGER

Anna Kataoka-Wlodarczyk  
[a.wlodarczyk@dental-tribune.com](mailto:a.wlodarczyk@dental-tribune.com)

#### SALES & MARKETING ASSISTANT

Lorrie Young [lyoung@dental-tribune.com](mailto:lyoung@dental-tribune.com)

#### C.E. DIRECTOR

Christiane Ferret [c.ferret@dtstudyclub.com](mailto:c.ferret@dtstudyclub.com)

#### Dental Tribune America, LLC

116 West 23rd St., Ste. #500  
New York, N.Y. 10011  
(212) 244-7181

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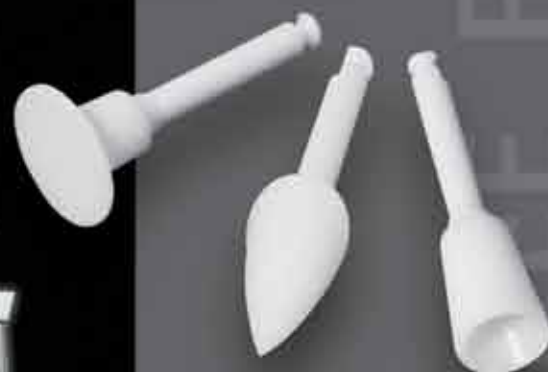
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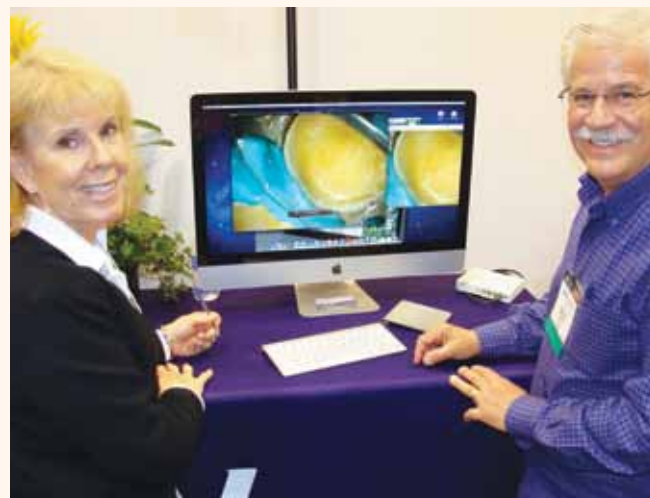
# Scenes from Friday



The team members at Glidewell Laboratories (booth No. 1444) are all smiles.



Dr. Fred Weinstein of Vancouver, British Columbia.



Nancy Merriman, left, and Dr. Mark Friedman of Global Surgical (booth No. 1340).



Meeting attendees learn about digital imaging at the Dexis booth (No. 1646)



Gregg Trovinger of Garrison Dental Solutions (booth No. 751/1552).



The Spot is a great place to sit down and relax — and learn something at the same time.

**Photos by Fred  
Michmershuizen,  
Dental Tribune**



Mark Schwer, left, and Randy Bailey have a show stopper for you in the Shofu booth (No. 1128): Buy a BeautiSealant fluoride releasing pit and fissure sealant system (box being shown) and get a OneGloss PS Assortment Kit free. Worth noting: The OneGloss kit normally costs more than the BeautiSealant. Photo/Robert Selleck, Dental Tribune



Steve Whitaker of Millennium Dental Technologies (booth No. 2356).



Maryann McCauley, left, and Ione Booth of Jordco (booth No. 367).



Mike Tyson was signing boxing gloves on Friday at the Glove Club (booth No. 832).



Denise Manekas, product manager with Dentatus Implant Division, displays one of the free samples — Atlas Tuf-Link relined material — being handed out in the Dentatus booth, No. 1623. It's a nonporous formula that won't absorb water, which is one of the leading causes of bacteria and odor. The highly praised liner is designed to retain and cushion dentures without the need for adhesives or bonding agents. Photo/Robert Selleck, Dental Tribune



Here at CDA, it's up the escalators to the lectures and workshops.



Shane Hebel, left, and Barbara Cox of Hands On Training Institute (booth No. 1437).



Those who are enrolled in the Advantage Program with Patterson Dental Supply can stop by the booth (No. 434) to play a Price-Is-Right-style game.



The folks behind the registration counter take care of meeting attendees on Friday morning.



During the CDA meeting, it's always nice to step outside for some Southern California sunshine.



Meeting attendees listen to an educational presentation about Invisalign therapy at the Align Technologies booth (No. 2044).

The NSK Dental booth (No. 140).



Jen Hite of PhotoMed International (booth No. 2034).



A pool shark shows 'em how it's done at ProSites (booth No. 1359).

# Pack up the family and head to Orlando for IACA

By Bill Dickerson, LVI

The IACA has become the premier educational meeting in dentistry and, by far, the best meeting I personally have ever attended. And I hear that from almost every speaker that has presented at the IACA as well. It's not just the outstanding speakers, cutting edge presentations or the diversity of concurrent lectures, which are critical so that everyone (team members, hygienists, doctors and technicians) has something to see that they are interested in during every time slot. In reality, it's "The Event"; the positive attitude of those in attendance and the enthusiasm of everyone involved. It is infectious!

People have commented that they almost learn as much in the halls as they do in the lectures because of the quality of the attendees.

The IACA is one of the few places that

## Register for the IACA

To register for the IACA, visit [www.iaca.net/conference.asp](http://www.iaca.net/conference.asp).

you can see the giants of dentistry present as well as up-and-comers who may someday be the giants of dentistry for their generation of dentists. Many of the best presentations are given by people you won't see anywhere else because they don't fall into the "status quo" of accepted topics or information.

Many meetings actively prevent controversial advances in dentistry from being presented, denying you the chance to make your own decisions. I guess the easiest way to put it is that the IACA is 10 years ahead of current dentistry.

Literally, what you will hear is the "future" of dentistry, and those that jump on the train early will be light years ahead of other dentists in the field who only attend other meetings.



The city of Orlando shimmers in the background. Photo/ [www.sxc.hu](http://www.sxc.hu)

Lastly, the other thing I think is so wonderful about the meeting is the "family atmosphere" that is present. They seem to always pick great locations for dentists to bring their families with them for a vacation. Hollywood, Fla., is filled with so much for people of all ages to do, not to mention the perfect weather.

This is a great way to not only write off

your vacation but get the best of both worlds — a great vacation and a great education. Don't be one of those people who, every year after missing the IACA meeting and finding out how incredible it was from those that did attend, say, "I wish I would have gone!"

I'm looking forward to seeing you at the IACA!

AD



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Here is a sneak peak at a few education highlights:

|                                               |                                                |                                                                                 |
|-----------------------------------------------|------------------------------------------------|---------------------------------------------------------------------------------|
| Gordon Christensen, DDS<br><b>RESTORATIVE</b> | Laney Kay, JD<br><b>INFECTION CONTROL</b>      | Roger Levin, DDS<br><b>PRACTICE MANAGEMENT</b>                                  |
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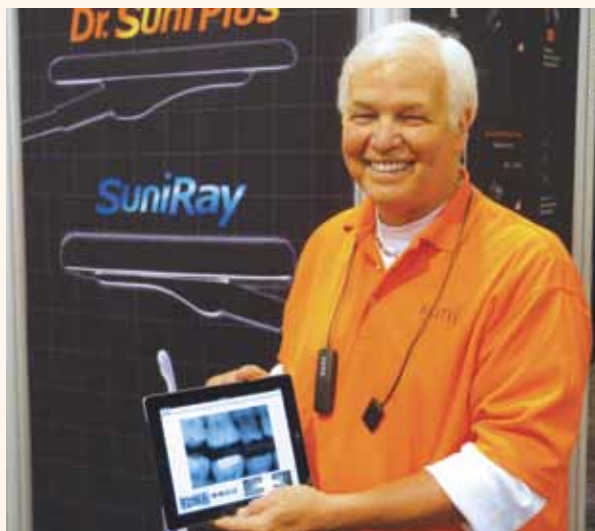
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# Be ready to see dental X-ray stories in news

Don Jackson, vice president, business development, with Suni Medical Imaging, displays crystal-clear digital X-rays on an iPad using the new Sunimac software. Around his neck is the acclaimed SuniRay sensor, recently identified in comparison testing by independent evaluators as requiring the least amount of radiation to capture a diagnostic-quality dental X-ray.

Photo/Robert Selleck, Dental Tribune



## Sensor in Suni digital X-ray units boasts lowest radiation levels, high-quality images

By Robert Selleck, Dental Tribune

As the popular media runs an increasing number of stories about long-term safety of patients' exposure to dental X-rays, the people at Suni Medical Imaging are seeing growing interest in their products.

### Here at the CDA

Try another free throw today in the Suni booth (No. 2552) to possibly take home an iPad. Then stick around to see how Suni can better position your practice to serve today's health-conscious patient. If your practice is Mac-based, be sure to check out the newly released Sunimac software's seamless integration between X-ray, computer, iPad and iPhone. Contact Suni at (800) 438-7864, [sales@sunimac.com](mailto:sales@sunimac.com), or visit [www.sunimac.com](http://www.sunimac.com).

That is because Suni's imaging sensor delivers quality images that compare with the industry's best, while requiring substantially lower radiation to do so.

"With all the media coverage, more people are becoming interested in radiation exposure," said Arya Azimi, marketing manager with Suni, speaking from the company's booth (No. 2552) in the exhibit hall at CDA Presents. "I think it's going to become a huge issue."

The booth's basketball attendants, with their invitation to "sink a basket to get a chance to win an iPad," are capturing traffic. But it's the recent independent confirmation of the Suni sensor's low radiation requirements and high-quality image results that's capturing attention.

"Suni is known for the way it thinks about its end users," Azimi said, "meaning both patients and dental office staffs. We have a responsibility, not just to the patients getting X-rays, but to the people who are around these machines all day."

The recently released study in the Gordon J. Christensen Clinicians Report showed the SuniRay required the least radiation dosage to produce a diagnostic image compared with other digital sensors tested. And, of course, the dramatically lower radiation need of digital in general compared with film was confirmed years ago.

"What's more," Azimi said, "we bring all this at some of the lowest price points in the industry. And, unlike others, we don't have monthly support fees. Your support is free, and it's for the lifetime of the sensor."

Azimi said Suni is vertically structured, controlling research, design, manufacturing, tech support and marketing under one roof in California's Silicon Valley. He said that unique position in the industry means training and support are immediate, clear and thorough.

"We have some of the best engineers in the world," Azimi said, "and they're right across the hall from our marketing and support teams."

In the end, though, Azimi acknowledges, everything comes down to image quality. And it's in a second Clinicians Report, released in March, that Suni again shines. That evaluation demonstrated that the SuniRay Digital Radiography System, Suni's flagship sensor product, produces images of excellent diagnostic quality when compared with other competitive systems in the U.S. marketplace. Suni also rated high in its software's ease of use.

AD

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*Dr. Patrick O'Brien, Fayetteville, NC  
November 2011 Lab Participant*

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*CE Online participant comment, December 2011*

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