

DAILY AT CHICAGO!

DENTAL TRIBUNE

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

SATURDAY, FEBRUARY 23, 2013 — VOL. 6, No. 3

www.dental-tribune.com

CELEBRATING SMILES

National Children's Oral Health Foundation: America's ToothFairy holds its annual event

► page 2



SCENES FROM FRIDAY

Austin Powers roams the exhibit hall while attendees spin a wheel and pick up some product samples

► pages 4 & 5



GET ILLUMINATED

Chicago Illuminating Company provides the background as three new products take the stage

► page 6



Stay on the cutting edge



John Bernhard of Biolase (booth No. 834) offers information on advancements in laser technology to meeting attendees during a presentation Friday morning on the Exhibit Hall floor. Photos/Fred Michmershuizen, Dental Tribune

By Fred Michmershuizen
Dental Tribune

The weather outside might be dreary, but inside McCormick Place West, there is plenty to be excited about this weekend.

When it comes to innovative new products in the dental industry, the place to be is here at the Chicago Dental Society's 148th Midwinter Meeting. The exhibit hall is teeming with new technology to help improve patient care, along with products and services to make just about any practice more efficient and more profitable.

Dental Tribune strolled the aisles to see what's especially exciting at this year's event. Here is a short list of some of the many highlights we found:

- Dental laser manufacturer and distributor Biolase has turned its booth into a "Total Technology Pavilion," offering hands-on demonstrations of the company's laser systems, cone-beam devices and digital oral scanning technology. Visitors to the booth (No. 834) can attend

► See CUTTING EDGE, Page 2

CDS Foundation dental clinic opens in Wheaton, Ill.

Nearly two years after the DuPage Community Clinic shuttered its dental practice, leaving uninsured patients with few local options, the Chicago Dental Society Foundation Dental Clinic has opened just a mile down the road.

The three-operator clinic at 416 E. Roosevelt Road, Wheaton, will provide free basic dental care to uninsured patients from Cook, Lake and DuPage counties — the same tri-county area served by members of the Chicago Dental Society — with proof of residency and income below 200 percent of the poverty level.

"At that level, anything other than emergency room care is a luxury," said Dr. Kevin King, one of several CDS mem-

Here in Chicago

To learn more about volunteer opportunities, visit the CDS Foundation today at booth No. 322.

bers who have worked to open the new clinic. "There's a significant issue with access to care at this time, and we have an opportunity to help those truly in need."

CDS Foundation chair Milly Goldstein said the new dental clinic is the fulfillment of the foundation's mission — but it's only the beginning.

"The CDS Foundation made a commitment to providing access to care in

► See CDS, Page 10



Dr. Barbara Mousel, past director of the Chicago Dental Society's Board of Directors, at the Chicago Dental Society Foundation booth (No. 322).

Photo/Sierra Rendon, Dental Tribune

Heroes for children

By Fred Michmershuizen
Dental Tribune

For friends and supporters of the National Children's Oral Health Foundation (NCOHF): America's ToothFairy, it was time to celebrate Thursday night.

The organization, which is dedicated to the elimination of childhood tooth decay, held its annual "Celebration of Smiles" event at the Hyatt Regency. Some of the dental industry's most dedicated and caring individuals were in attendance.

Dr. Gordon Christensen, a member of the NCOHF's board, served as master of ceremonies. He shared photos and videos highlighting the various NCOHF initiatives. He also encouraged company officials, dental professionals and students to get involved in the organization's various programs and activities through product and financial donations, volunteer work and outreach initiatives.

Fern Ingber, NCOHF president and CEO, thanked those in attendance for their support. She presented the organization's Affiliate of the Year award to



Fern Ingber, left, presents the NCOHF's Affiliate of the Year award to Margaret Snellings of Virginia Commonwealth University Department of Pediatric Dentistry. Photo/Fred Michmershuizen, Dental Tribune

the Virginia Commonwealth University Department of Pediatric Dentistry. Margaret Snellings, who accepted the award, got into the spirit of the event by appearing on stage dressed as the ToothFairy.

The highlight of the evening came when Savannah Robinson, a 14-year-old girl who has benefited from NCOHF's work, told her personal story. Savannah was mocked and bullied because of her bad teeth and a crooked smile, but her

family lacked the financial resources to do anything to help her. A director of her local Boys & Girls Club recommended Savannah for NCOHF's Tomorrow's SMILES program, and now she is receiving life-changing care from Dr. Mario Paz, a volunteer dentist.

Robinson, an aspiring singer, performed the song "Beautiful," in honor of other children whose lives are impacted by the effects of tooth decay.

◀ CUTTING EDGE, Page 1

an educational presentation, use a graphical touchscreen to access information on soft-tissue procedures and speak with company representatives about various products.

• Hu-Friedy Mfg. Co. has turned its booth into a "Performance Zone," offering practice management consulting, efficiency consultations, information on recycling and products for specialty instrumentation. The company also recently relaunched its website and is offering those who mention Hu-Friedy on social media a chance to win \$500 worth of products. Stop by booth No. 3405 for details.

• Ivoclar Vivadent (booth No. 1417) is launching its new OptraSculpt Pad, a modeling instrument for composite fill-



Melissa Miller, left, and Jennifer Erickson of Hu-Friedy Mfg. Co. (booth No. 3405).

ing materials, and Marketing Manager Jonathan VanNortwick gave Dental Tribune a demonstration. The pad is a contouring instrument with special foam attachments designed for efficient, non-

stick forming and shaping. The surface is designed to prevent pullback of composite resins and ensure the creation of even surfaces. It features reference scales on the handle to help ensure professional, esthetic results.

• Sunstar GUM (booth No. 4206) is launching EasyThread Floss for patients with braces and other orthodontic appliances, bridges, implants and other unique oral hygiene needs. The floss comes packaged in a traditional dispenser that effectively isolates each strand to eliminate tangles and waste. Sample envelopes containing five individual strands are available.

• HealthFirst (both No. 2107) is introducing the Tru-Align device, designed for the elimination of scatter radiation to the head and neck for patients undergoing X-ray procedures. The device reduces exposure by 60 to 90 percent.

• Brasseler USA held a press conference Friday morning to announce advancements in bioceramic nanotechnology for endodontic treatment. EndoSequence BC Sealer, introduced in 2009, is a component of Brasseler's complete obturation system. Unlike conventional sealers on the market, BC Sealer utilizes moisture naturally present in dentinal tubules to initiate its setting reaction. The material does not shrink.

Dr. Allen Ali Nasseh, a practicing endodontist from Boston who has completed 4,000 procedures using the material, presented results of various cases. "The physical properties of bioceramics will allow us not only to change the way we fill a root canal but, more importantly, how we do endodontics," Nasseh said.

Brasseler USA is exhibiting in booth Nos. 822 and 3435.

The show floor is open until 5:30 p.m. today, so be sure to explore while you still can!

DENTAL TRIBUNE

The World's Dental Newspaper - US Edition

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Renew your passion

By LVI Staff

Welcome to the Chicago Midwinter Meeting, 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 delivers comprehensive and high-quality care.

As a patient, I expect the best care I can find. As a dentist, I want to deliver the best care possible. That takes us to the power of continuing education and, as dentists, 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 of dentists, 99.7 percent love being a dentist, 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.” It is a three-day course that is designed for clinicians and their teams to learn together about the power of getting their patients’ physiology on their side.

In this program, clinicians 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 dentist can start the process of creating comprehensive care experiences for their patients.

We will discuss why some cases that dentists are asked to do by their patients are actually dangerous cases 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 and not just in the mouth but 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 balance by the patients’ needs and desires.

For more information

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

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



The Las Vegas Institute for Advanced Dental Studies in Las Vegas. Photo/ Provided by LVI

you call, we answer the phone: “LVI, where lives are changing daily!”

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Scenes from Friday



Josh Gall and Jaclyn Belida talk to an attendee Friday morning at the Glidewell booth (No. 3213).



Dr. Esah Sieh-Yip, director of the Malaysian Rubber Export Promotion Council, and Donny E. Chan, executive, at the council's booth (No. 3745).



PhotoMed's Sean Chappell helps an attendee at the company's booth (No. 825).

*Photos by
Sierra Rendon,
Dental Tribune*



Dr. Todd Shatkin of Shatkin F.I.R.S.T. at booth No. 4043 leads a Friday morning implant-placement presentation.



E4D's Christopher Binion shows attendees the benefits of the E4D System at the company's booth (No. 2411).



Tom Batz, national sales director, at Aribex (booth No. 818).



A long line formed at the Opalescence booth (No. 4418) as attendees wait to hear a presentation (and maybe get some samples, too!).



Stop by the GC America booth (No. 1000) and spin the wheel to see if you can win a nice prize.



The Fake Austin Powers (“The Spy Who Cloned Me”) and dental hygienist Jen Plunk of Jacksonville, Ill., at the Millennium Dental Technologies booth (No. 3634). Stop by the booth today to have your picture taken with him.



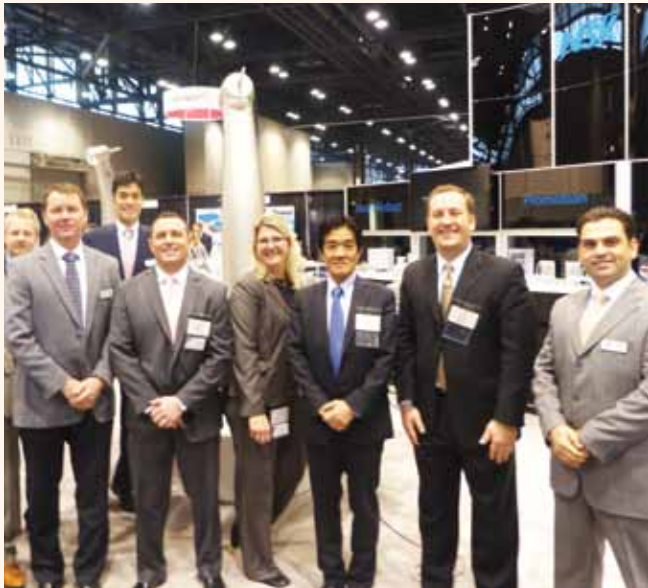
Jody Carleton, a Dexis instructor, explains the technology’s process to an attendee at the DEXIS/i-CAT booth (No. 1200).



Attendees gather to hear the latest information at the Axis/SybronEndo booth (No. 3600/3801).



DENTSPLY’s many divisions serve a variety of needs in the dental market, including implants, prosthetics and much more. Stop by the booth to learn more (No. 1802/2002).



The team at NSK (booth No. 1243).



Chicago Midwinter attendees sample Crest Oral-B products at the booth’s brushing stations (booth No. 605).



Zubair Rahman, left, and Steve Staniszewski help attendees at the Henry Schein Pro Repair booth (No. 2319).

Bergman speaks on ‘Future of Digital Dentistry’



Henry Schein Executive Chairman and Chief Executive Officer Stanley Bergman, far left, and Dr. Robert Gottlander spoke at a Friday morning breakfast at the Hyatt Regency McCormick Place on ‘The Future of Digital Dentistry.’ The two leaders, along with Jim Breslawski, president of Henry Schein and CEO of Henry Schein Global Dental Group, led a discussion on the ways that Henry Schein aims to provide a patient-centric model to deliver a complete solution for dental professionals through technology. ‘Solutions need to be patient-focused at each step of treatment,’ Gottlander said.

Photos/Sierra Rendon, Dental Tribune

The 'Art of Imaging' lights up the night

Friday evening, DEXIS, i-CAT and Henry Schein Dental hosted "The Art of Imaging" at the Chicago Illuminating Company. In attendance were more than 300 people from the dental community, including dentists, company representatives and the dental media.

According to the companies, the event space was an excellent venue for illuminating three new imaging masterpieces: DEXIS® Imaging Suite, DEXIS go® iPad® app and i-CAT® FLX.

After the initial reception, the products were unveiled. The room was abuzz when the DEXIS go app was presented. The demonstration showcased the practical benefits of the app, as well as its ability to facilitate presentations to the patient.

DEXIS Imaging Suite has one



Event attendees take the opportunity to play around on iPads after the conclusion of the main presentations at the 'Art of Imaging' event. Photos/Fred Michmershuizen, Dental Tribune



Kalpana Singh, senior product manager for i-CAT, offers a presentation at the 'Art of Imaging' event.

AD

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Carsten Franke, senior director of marketing for DEXIS, speaks at the 'Art of Imaging' event Friday evening at Chicago Illuminating Company.

new feature that stirred interest — DEXcosmetic™, which is significant in the ways it assists dentists in using the power of an image to help patients better understand their conditions and become a partner in the process of diagnosis.

Carsten Franke, senior director of marketing for DEXIS, said: "Tonight's reaction to DEXIS go and DEXIS Image Suite here at the event has been amazing. When we see this much excitement from the dental community over our products, we know our commitment to provide the best in imaging technology is truly worth all the effort we expend."

The crowd was also humming about one of the new and beneficial features of the i-CAT FLX: QuickScan+, a 3-D scan that covers the same area as a pan but with less radiation*.

Kalpana Singh, senior product manager for i-CAT, said she was also delighted with the attendees' responses.

"The reception for the new i-CAT FLX

Here in Chicago

To check out the DEXIS Imaging Suite, DEXIS go iPad app or the i-CAT FLX, stop by the DEXIS/i-CAT booth, No. 1200.

has been remarkable," Singh said. "It's our extreme pleasure to offer this system that has such a high level of versatility, one that really puts the clinician in control. We know that dentists, and the patients they treat, will benefit greatly from the i-CAT FLX."

The next part of the event was another bright spot in the evening. Guests were treated to a hands-on experience with DEXIS go and i-CAT FLX. iPads loaded with DEXIS go and the i-CAT FLX's new touch screen interface were ready for "play."

Don't wait — you can find these works of art for yourself today in booth No. 1200.

*data on file

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— **Robert Klein, DDS**; Kansas City, Mo.



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— **James Nicholson, DDS**; Muskogee, Okla.



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