

today



Earn even more C.E. credits

Dr. Michael J. Will teaches you how to shorten treatment time and increase satisfaction with implants.

»page 8



Prophy paste for the picky

With flavors such as piña colada and orange sherbet, even the hard to please will be pleased.

»page 28



More than just curing

Save lives by turning your curing light into an oral cancer detection device. Your patients will thank you.

»page 29

Bridging the years



• A bridge opens over the Chicago River. (Photo/Cesar Russ Photography)

The 149th Chicago Midwinter Meeting expands on your past education to help lead you into the future of dentistry

■ One hundred and forty nine years ago, in 1865, CDS members gathered at the S.S. White Dental Depot for the first ever Midwinter Meeting. A lot has changed in the years since then, but this year's Chicago Midwinter Meeting is here to remind us that the past influences the future in a myriad of ways.

With a theme of "The Bridge: Past, Present and Future," the agenda for this year's meeting is filled to the brim with more than 200 scientific ses-

»see BRIDGING, page 4

Smile Drive to benefit thousands of at-risk children



• America's ToothFairy Smile Drive promotes family oral health. (Photo/Provided by NCOHF)

■ Designed to raise awareness and collect oral care products for at-risk children and teens, the America's ToothFairy Smile Drive is being held this month, which is National Children's Dental Health Month.

Activities in communities nationwide include oral health presentations and Meet the ToothFairy screenings. Donated toothbrushes, toothpaste, floss and rinse will benefit local America's ToothFairy affiliates, Boys & Girls Clubs of America and other non-profit organizations serving vulnerable populations.

Among those helping with the cam-

paign are volunteer dental professionals; members of the America's ToothFairy affiliate network of non-profit children's oral health programs; and Students United with America's ToothFairy national youth movement partners, which includes HOSA-Future Health Professionals.

America's ToothFairy Smile Drive boxes can be found in 3,900 Walmart locations, where oral care products can be dropped off for local at-risk youth – and free Kid's Activity Packs can be picked up.

»see SMILE, page 3

Here in Chicago

Attend the Celebration of Smiles event held by the National Children's Oral Health Foundation: America's ToothFairy on Thursday from 5:30-7:30 p.m. at the Hyatt Regency McCormick Place Regency Ballroom. The event will focus on the more than 750,000 children reached through the America's ToothFairy affiliate network and community programs and the supporters who made it all possible. For more information, visit www.AmericasToothFairy.org or stop by booth No. 1845.

Super-Snap X-TREME™

FINISHING & POLISHING

New!
Visit us
Booth #2411

Advanced 3D Technology

Super-Snap X-Treme, the latest generation in X-Treme polishing, is designed to x-ceed the aesthetic x-pectations of patients today. Super-Snap X-Treme aluminum oxide disks offer x-tra thickness for greater flexibility and durability, and an advanced 3D semispherical surface coating to provide X-Treme gloss results. Super-Snap X-Treme—taking polishing to the next level!



- 3D X-Tra coating on red superfine disk – semispherical shaped grits allow space for ground particles – maintains clean surface contact
- X-Tra thick to increase stiffness, tactile feel, and durability while also maintaining flexibility in interproximal areas
- Achieves X-Treme gloss levels with X-Tremely low surface roughness



Visit www.shofu.com or call 800.827.4638

Shofu Dental Corporation • San Marcos, CA

today About the Publisher

Tribune America, LLC
116 W. 23rd St., Suite 500
New York, N.Y. 10011
Phone: (212) 244-7181
Fax: (212) 244-7185
E-mail: info@dental-tribune.com
www.dental-tribune.com

Publisher & Chairman
Torsten Oemus
t.oemus@dental-tribune.com

President/Chief Executive Officer
Eric Seid
e.seid@dental-tribune.com

Group Editor
Kristine Colker
k.colker@dental-tribune.com

Managing Editor
Fred Michmershuizen
f.michmershuizen@dental-tribune.com

Managing Editor
Sierra Rendon
s.rendon@dental-tribune.com

Managing Editor
Robert Selleck
r.selleck@dental-tribune.com

Product/Account Manager
Jan Agostaro
j.agostaro@dental-tribune.com

Product/Account Manager
Humberto Estrada
h.estrada@dental-tribune.com

Product/Account Manager
Will Kenyon
w.kenyon@dental-tribune.com

Marketing Director
Anna Kataoka
a.kataoka@dental-tribune.com

Education Director
Christiane Ferret
c.ferret@dtstudyclub.com

Projects & Events Coordinator
Robert Alvarez
r.alvarez@dental-tribune.com

Accounting Department
Nirmala Singh
n.singh@dental-tribune.com

dti Dental Tribune International

Published by Tribune America
© 2014 Tribune America, LLC
All rights reserved.

today Chicago Midwinter Meeting
Show Dailies Vol. 7 appear during the
Chicago Midwinter Meeting in Chicago,
Illinois, Feb. 20–22, 2014.

Tribune America makes every effort to report clinical information and manufacturers' product news accurately, but cannot assume responsibility for the validity of product claims, or for typographical errors. The publishers also do not assume responsibility for product names or claims, or statements made by advertisers. Opinions expressed by authors are their own and may not reflect those of Tribune America or Dental Tribune International.

SMILE "from page 1"

The packs include ToothFairy 101 educational activities, America's ToothFairy Kids Club membership cards – and coupons from Crest, Oral-B and Walmart.

Patrons donating to the America's ToothFairy Smile Drive can share their experience by snapping a selfie and using the hashtag #SmileDrive2014 on Facebook, Twitter or Instagram.

"We are so grateful that Walmart, an America's ToothFairy proud underwriter, is helping to ensure children across the nation benefit from our National Children's Dental Health Month campaign," said Fern Ingber, National Children's Oral Health Foundation president and CEO. "Its participation in the America's ToothFairy

Smile Drive, combined with support from Kid's Crest and Oral-B Stages products at Walmart, will help promote healthy smiles for all children while helping to give at-risk youth the tools they need to prevent the pain and embarrassment associated with tooth decay."

The Boys & Girls Clubs of America (the primary beneficiary of the America's ToothFairy Smile Drive – and program partner of National Children's Oral Health Foundation: America's ToothFairy) are strong supporters of healthy lifestyles of the youth they serve.

Through the America's ToothFairy Youth Mentoring Program, the Boys & Girls Clubs of America provide oral health mentoring activities.

The National Children's Oral Health Foundation: America's Tooth-

Fairy was formed in 2006 as an aggressive response to eliminate pediatric dental disease by providing community programs with comprehensive resources to deliver educational, preventive and treatment services to children most in need.

Supporting the delivery of oral health education and care beginning at the prenatal level, America's ToothFairy (Canada's ToothFairy in Canada) engages caring dental professionals and the public in programs that promote children's oral health.

Through underwriters such as Walmart and support from Kid's Crest and Oral-B Stages products at Walmart, America's ToothFairy has reached millions of children through its non-profit clinical network, Kids Club and volunteer professional and student community service programs.

AD

Healthgrades® Enhanced Profiles from Sesame

Get priority access to more than 20 million prospective patients looking to schedule an appointment with a dentist.

Enhanced Profiles Give Your Practice:



Get More New Appointments

54%

will schedule an appointment

38%

schedule the same day they search

Target Your Ideal Demographic

72%

of users are female

52%

have annual household incomes of greater than \$75,000

Find out more at Chicago Midwinter booth #4433

866-489-7778

sesamecommunications.com/healthgrades





Attendees stream through the aisles of the Chicago Midwinter 2013 Exhibit Hall to check out the latest innovations from hundreds of exhibitors. (Photo/today file photo)

BRIDGING from page 1

sions, demonstrations and hands-on workshops.

In addition, live closed-circuit television returns to the meeting for patient-based lectures each day. This year, the televising has been expanded as attendees will be able to view the daily demonstrations in a theater constructed on the east side of the exhibit hall, near the Starbucks entrance to the hall.

The live patient demonstrations on Thursday are from 9:30 a.m. to 12:30 p.m. and from 1:30 to 4:30 p.m. Each session is worth three C.E. hours, for a total of six.

The demonstrations, "Contemporary Implant and Periodontal Therapy," are presented by Nolen Levine, DDS, and Carl Misch, DDS, MSD. Tech-

Here in Chicago

For more information on all the educational sessions and special events, pick up an Official Program on-site here at the show or download the Chicago Midwinter 2014 app to your mobile device.

niques covered include sinus grafting, Ramus Onlay Grafting, implant placement, root coverage and flip surgery for pocket elimination and crown lengthening.

On Friday, the live patient demonstration will be from 9:30 a.m. to 12:30 p.m., with "The Evolution of Digital Restorative Dentistry," by Alex Touchstone, DDS, Angela Guanzini, CDD, RDH, and Lee Culp, CDT, considered three of the leading dental professionals in digital dentistry.

A live restorative procedure with a metal-free restoration will be completed in a single session with chair-side design and fabrication.

In addition to showing the possibilities of in-office same-day restorations, the demonstration covers cooperative restoration design and fabrication options with laboratories. The session is worth three C.E. credits.

Saturday's live patient demonstration, from 9:30 a.m. to 12:30 p.m., is "Clinical Approaches for Extraction: Immediate Implantation, Provisionalization," with Michael Miloro, DMD, MD, and Matthew Hallas, DMD.

The session is for dentists who have a surgical background and basic knowledge of implant dentistry. The course focuses on immediate implant techniques following tooth removal. The session is worth three C.E. credits.

In addition to the educational opportunities the meeting offers, the exhibit hall, with more than 600 exhibitors, is open daily from 9 a.m. to 5:30 p.m. Visiting the exhibit hall will once again earn you one C.E. credit per day.

Social events for the next few days include the Roots of Rock & Roll Show, featuring cast members of "The Million Dollar Quartet: Killer, Cash and the King."

Taking place today at 5:30 p.m. in the Ballroom (375E) McCormick West, the show will showcase Lance Lipinsky as Jerry Lee Lewis, Derek Keeling as Johnny Cash and Cody Ray Slaughter as Elvis Presley, as well as two female vocalists with the Lance Lipinsky Band. Light food and refreshments will be presented at the conclusion of the event. Tickets are \$15.

On Friday, the annual Midwinter Meeting Fashion Show and Luncheon will take place at 11:30 a.m. at the Chicago Hilton & Towers, Grand Ballroom. A variety of clothing from a number of Chicago's stores will be presented. Tickets are \$65.

End the week with the President's Dinner Dance on Saturday. The evening of dining and dancing begins at 7:30 p.m. at the Chicago Hilton & Towers, Grand Ballroom. Tickets are \$15.

AD

COME SEE THE
FUTURE OF X-RAY...

X-MIND unity + SOPRIX₂

Protect your patient

Digital sensor stops the X-Ray emission using
SOPRO's patented ACE technology.

2014 CDS
Booth 2611

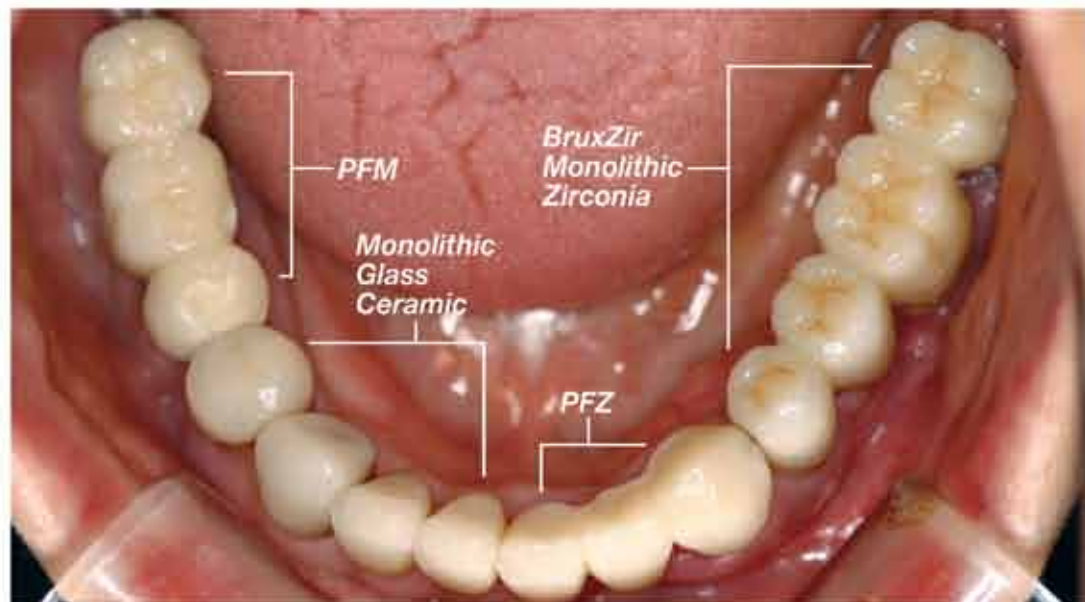
ACTEON
NORTH AMERICA

* FDA 510(k) clearance pending
Not for sale in USA or Canada

ACTEON North America • 124 Gaither Drive, Suite 140 Mount Laurel, NJ 08054
Tel - (800) 289 6367 • Fax - (856) 222 4726
E-mail: info@us.acteongroup.com • www.acteonusa.com

BruxZir® Solid Zirconia

Impressive Esthetic Results!



Full-arch case from dentist Sung-Kim, Republic of Korea, shows the natural-looking esthetics of **BruxZir® Solid Zirconia** compared to PFM, PFZ and monolithic glass ceramic restorations.



BruxZir Solid Zirconia tooth pre-sintered, colored and finished by Przemek Seweryniak, CDT, Malmö, Sweden; Certified Member - European Society of Cosmetic Dentistry; Past President - Swedish Academy of Cosmetic Dentistry.

**Our toughest
implant-supported
restoration ever!**



BruxZir Solid Zirconia has become the new high-strength, biocompatible option for fixed restorations, from single-unit crowns to full-arch implant-supported prostheses.



**Over 220 Authorized BruxZir™
Laboratories can be found at**
www.bruxzir.com



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 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 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

For more information

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

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



• Las Vegas Institute for Advanced Dental Studies offers Core I, a three-day course for doctors and their teams. (Photo/Provided by Las Vegas Institute for Advanced Dental Studies)

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 creat-

ing comprehensive care experiences for his or her patients.

We will discuss why some cases doctors are asked to do by their patients are actually dangerous

*see CORE I, page 8

AD

GIVE YOUR PATIENTS THE GIFT OF...

- PEACEFUL SLEEP
- PAIN RELIEF
- REINVIGORATING REST

NiteBite™

FREEDOM FROM CLENCHING & GRINDING

INSERT

MOLD & FIT

FINISHED IN 5 MINUTES

For Professional Use Only

More than 50 million bruxing patients in the U.S. go untreated. It's time for doctors to use NiteBite's simple solution for bruxing patients while creating a valuable in-office profit center.



616 Hollywood Avenue, Cherry Hill, NJ USA 1-800-333-3131

Become a fan of Keystone Industries



visit us at www.keystoneind.com



Unique open design

surgical template allows for optimal irrigation and excellent line of sight.



No software investment

Live one-on-one web conferencing with a MCENTER specialist puts you in control of your case through shared screen technology.



Surgical Kits

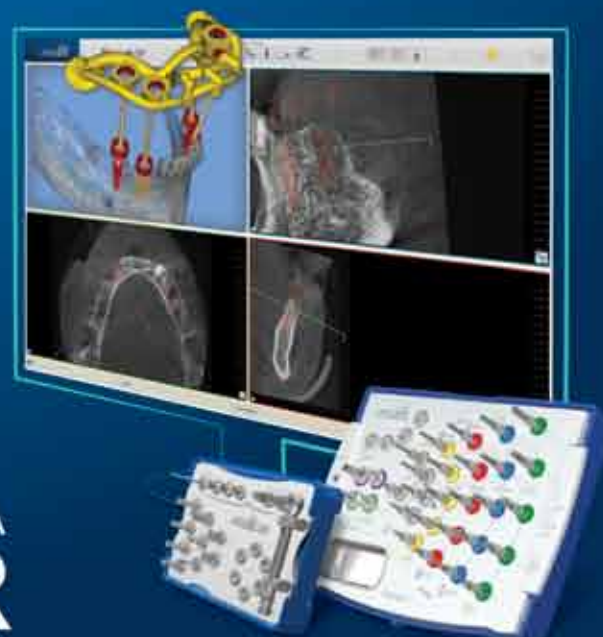
Innovative keyless instrumentation allows for simple access and versatility for a fully guided procedure.



FOR THE ULTIMATE GUIDED PROCEDURE MAKE IT SIMPLE

MCENTER USA is proud to announce MGUIDE, our virtual implant planning and guided implantology system designed to enhance simplicity, accuracy and safety. This efficient system combines modern 3D implant planning with an innovative surgical template and unique keyless surgery kit. The result is a simple guided implantology procedure that benefits the clinician and the patient. To learn more, visit our website: www.mcenterusa.com or call us: **866-797-1333 (toll-free)**

MIS[®]
MCENTER



CORE I *from page 6*

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 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!"

Immediate molar extraction sockets pose real problems for standard dental implants

By Keystone Dental staff

■ A multi-rooted extraction socket is often too large to accommodate a regular-sized implant. Often, use of a standard dental implant requires bone grafting and delayed implant placement, lengthening the patients' treatment time and adding costs. Additionally, single root placement might require surgical and prosthetic compromises.

Keystone Dental has designed dental implant lines for specific indications. Placement of the right indication-specific implant can shorten treatment time, reduce unnecessary surgical procedures and increase patient satisfaction.

The MAX Ultra wide platform implants allow for improved molar emergence profiles to reduce the size of gingival embrasure spaces and,

Earn C.E. credits

Michael J. Will, DDS, MD, FACS, will present "Indication Specific Implants: Immediate Molar Replacement with Ultra Wide Diameter Implants" at 5 p.m. Eastern time on Tuesday, March 25, hosted by the Dental Tribune Study Club at www.dtstudyclub.com.

The lecture will highlight treatment alternatives for the molar socket, including immediate implant placement.

The course is free and worth 1 C.E. credit, but you must register to take it. To learn more, visit www.dtstudyclub.com and click on the course name under the "Online Courses" header.

therefore, reduce the potential for food impaction.

These implants are a clinical alternative that can predictably simplify procedures and increase patient satisfaction.



• (Photos/Provided by André Hattingh, MChD (OMP), BChD (Pret))

AD

Now one size fits all!

NEW SNUGGIES
The only sensor sleeve that custom-fits your sensor!

Protect your equipment and your patients with a snug, custom-fit sensor sleeve--regardless of sensor size. **Simply peel, stick, and go!**

Snuggies work with sensors of any size, shape, and thickness. Patients love Snuggies because there's less loose plastic to gag on. Practitioners love Snuggies because one-size-fits-all, eliminating the need to buy and stock many sizes. Plus, with Snuggies, you don't have to twist the sleeve around delicate sensor cords to keep the sensor from sliding around.

Snuggies are economically priced in boxes of 500. Order today and see for yourself! Call your dental dealer or Flow Dental.

Item #80222



Want a FREE sample?
Scan here, visit www.FlowDental.com
or call us at 1-800-356-9729

CHICAGO MIDWINTER BOOTH 905

Flow
DENTAL

1-800-356-9729 • www.FlowDental.com

What do you have in common with 99% of dental professionals around the world...

...our outstanding portfolio of award-winning
brands that you use and trust everyday.

KaVo Kerr
Group

Inspiring best practices

DEXIS *Pilocus & Care* *KerrTollCare* I-CAT Axis SybronEndo GENDEX SOREDEX *Kerr* NOMAD PENTRON Ormco marus Orasoptic *Kerr*

TAKE OUR INNOVATION TOUR IN CHICAGO - BOOTH #1111 | kavokerrgroup.com