

# today



### Scenes from the GNYDM

Win an electric guitar, hang with Kermit the Frog and chat it up with some Seahawks fans.

»pages 4–10



### Education for everyone

It's hard to know where to start when it comes to educational sessions at the GNYDM.

»page 12



### A center for all your practice needs

Out of a dental product and need it urgently? Now you don't have to fret over what to do.

»page 16



• From left, Chae Rin Kim, Breanna Irizarry and Melanie Subieta, all dental students from Stony Brook University School of Dental Medicine, pose with Lady Liberty in the Javits Center Crystal Palace. Students from the school are volunteering at the meeting by helping out in the classrooms. (Photo/Robert Selleck, *today* Staff)

## To learn more ...

By Robert Selleck, *today* Staff

■ If the Greater New York Dental Meeting exhibit hall is anything, it's an information clearing house. Few better opportunities exist to explore all of the latest advancements in dental products, techniques and technologies – in a single location.

The exhibit hall isn't just a showcase; it's a nonstop education center, with classes in session all day long in virtually every booth.

In booth No. 2711, Visual Solutions CEO Gary Pond will guide you through the company's newly launched chair-

\*see LEARN, page 3

## The lunch is in session

By Sierra Rendon, *today* Staff

■ Consider yourself summoned to today's GNYDM Celebrity Luncheon, which will feature Justice Patricia M. DiMango, star of the syndicated court television show "Hot Bench."

Mayor Rudolph Giuliani first appointed DiMango to serve as a judge in the criminal courts for the city of New York. She became the first Italian-American woman both in that position as well as to be elected to the New York State Supreme Court in the 2nd and 22th Judicial Districts.

Most recently, DiMango held the positions of First Deputy Adminis-

trative Judge for Criminal Matters, Second Judicial District, and Supervising Justice of the Bronx Felony Project. DiMango gained public recognition for handling high-profile trials, including those involving murders of young children, other crimes against children and hate crime murders.

In addition to her vast professional experiences, DiMango has actually been connected to GNYDM all her life in a way. Her father, Dr. Anthony L. DiMango is an oral and maxillofacial surgeon in Brooklyn and is also a past general chairman of the meeting.

DiMango will speak at today's luncheon from noon to 2 p.m.





AD

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(Outside the show area)



#### Henry Schein ConnectDental Pavilion Clinician Advocate Speakers

##### Sunday, November 29th

10:00 AM – 11:30 AM Dr. Gary Kaye  
11:30 AM – 1:00 PM Dr. Jonathan Ferencz  
1:00 PM – 2:30 PM Dr. Ed Suh & Heather Hennen  
2:30 PM – 4:30 PM Dr. Gary Kaye

##### Monday, November 30th

10:00 AM – 11:30 AM Dr. Gary Kaye  
11:30 AM – 1:00 PM Dr. Dean Vafiadis  
1:00 PM – 2:30 PM Dr. Gary Kaye  
2:30 PM – 4:30 PM Dr. Beatrice Deca

##### Tuesday, December 1st

10:00 AM – 11:30 AM Dr. Beatrice Deca  
11:30 AM – 1:00 PM Dr. Ed Suh & Heather Hennen  
1:00 PM – 2:30 PM Dr. Gary Kaye  
2:30 PM – 4:30 PM Dr. Beatrice Deca

##### Wednesday, December 2nd

10:00 AM – 11:30 AM Dr. Ed Suh & Heather Hennen  
11:30 AM – 1:00 PM Dr. Beatrice Deca  
1:00 PM – 2:30 PM Dr. Jim Stein

Meet us for coffee!

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• Lines of attendees awaiting entry to the exhibit hall Sunday morning stretch deep into the Javits Center Crystal Palace shortly before the hall's official opening at 9:30 a.m.

**LEARN** *from page 1*

side oral cancer test, called EXPyOC. "We're triangulating in on the right answers," Pond said, explaining why the simple, three-phase procedure is so accurate.

To dramatically reduce the percentages of false-positives seen with most other screening technologies, and to make it far easier for clinicians to know when a patient definitely needs to be referred, the technology goes far beyond UV-light testing. It also includes two molecular-level markers with high sensitivity and specificity to cancerous and precancerous cells.

Pond said hygienists have been especially interested in the technology because of the way it enables them to rely on clinical measurements to back up any recommendation that a patient should be referred. Another big selling point for practices: The test costs only \$20 per patient – even less if the first two phases of the test reveal that step three isn't needed.

Another product generating buzz among hygienists is the iStar cordless prophylaxis handpiece, which can be seen in the DentalEZ booth, No. 3409. The company says the handpiece is designed to make dental hygiene procedures "easier, faster and less stressful," in part by getting rid of hoses and the foot pedal.

In booth No. 2000, you can learn about the MyRay Hyperion X5, which the company describes as "the smallest panoramic imaging system ever." That means it can be added to virtually any dental practice. You can also handle the C-U2 intraoral camera, which is designed to depict high-definition images in natural colors. That can be critical when communicating strategies and results with patients.

ACTEON is in the exhibit hall with



• Above, Visual Solutions CEO Gary Pond discusses the new oral cancer screening technology with dental students David Zhukovskiy, left, and Alan Meskin in the Visual Solutions booth, No. 2711.



• At left, attendees get more details in the 3Shape booth, No. 4435, in the exhibit hall Sunday morning.

what's being called the market's "first personal scanner," called the PSPIX. You can see it in booth No. 4827. It provides all of the benefits of a phosphor plate system, but it's three times smaller than anything else on the market. Clinicians can shoot an X-ray and run the plate without leaving the patient's side – generating an image in less than nine seconds.

Always a great booth to visit when you want "to learn more," Sharper-

Practice, No. 927, has some of dentistry's most innovative products on display within reach of one another. You can try on the Cinemizer OLED virtual reality video glasses from Carl Zeiss, then make half a turn and test out the I-DENT EverClear mirror, which doesn't need to constantly be wiped or air-sprayed to keep it clear.

To learn more, visit the Greater New York Dental Meeting exhibit hall today. It's open until 5:30 p.m.

# Scenes from Sunday



• From left: Joe Liotta, Leslie Halas, Justin Beigel, Paul O'Malley and Ryan Baumbach of Bio Horizons (booth No. 3629).



• You can practice your putting with Kelly-Anne, left, and Nick of Quantum Leap Success in Dentistry (booth No. 1125).



• Ali Corap of 3Disc Imaging (booth No. 4634).



• Lannette Ebersold, left, and Shelley McMahon of Anutra Medical (booth No. 4741).



• From left: Cindy McConnell, Russell Sliwa and Brian Rosetti of Bisco Dental Products (booth No. 1200).



• Chuck Mishaan, left, and Robin Watkins of MacPractice (booth No. 4614).

Photos/Fred  
Michmershuizen,  
*today* Staff



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1. Clinicians Report, TRAC Research, July 2014

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• From left: Stephanie Dominguez, Dr. Charles Schlesinger and Annamarie Candelaria of OCO Biomedical (booth No. 4524).



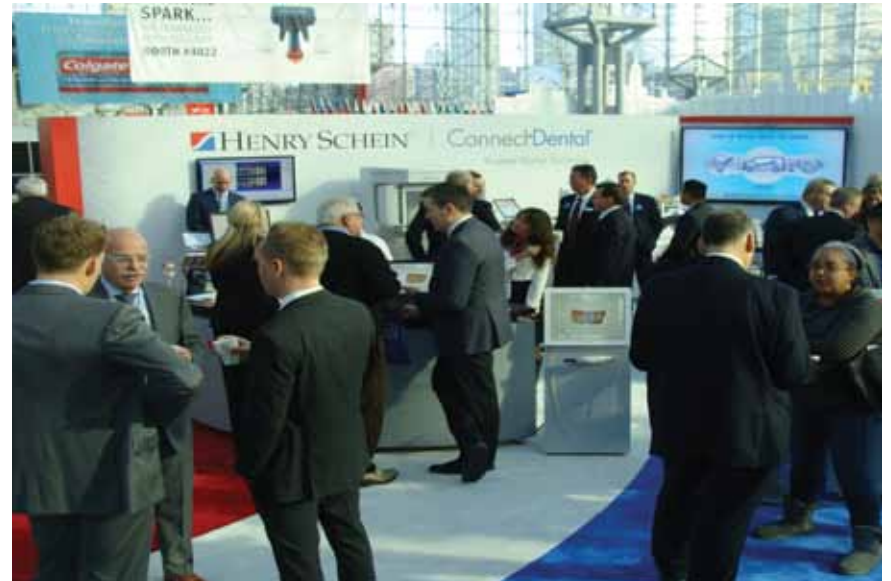
• Alexia Eng, left, and Dick Linde of Fotona (booth No. 3433) are ready to 'Rock Your Practice' with an electric guitar giveaway.



• Christopher Honsel, left, and Brad Smith of DentalEZ (booth No. 3409).



• John Abate, left, and Martha LoBosco of Komet USA (booth No. 3334).



• If you are looking for digital technology, the Henry Schein ConnectDental Pavilion is your one-stop source for integrated solutions, services and support.



• Joseph Donohue, left, and Jennifer Gibson of the American Association of Endodontists (booth No. 5124).



• From left: Chris Pedley, Catherine Bocciarelli and Oneil Reid of CareCredit (booth No. 5407) with Kermit the Frog.



• It's this way to the exhibit hall!

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• The folks at Microdent (booth No. 1815).



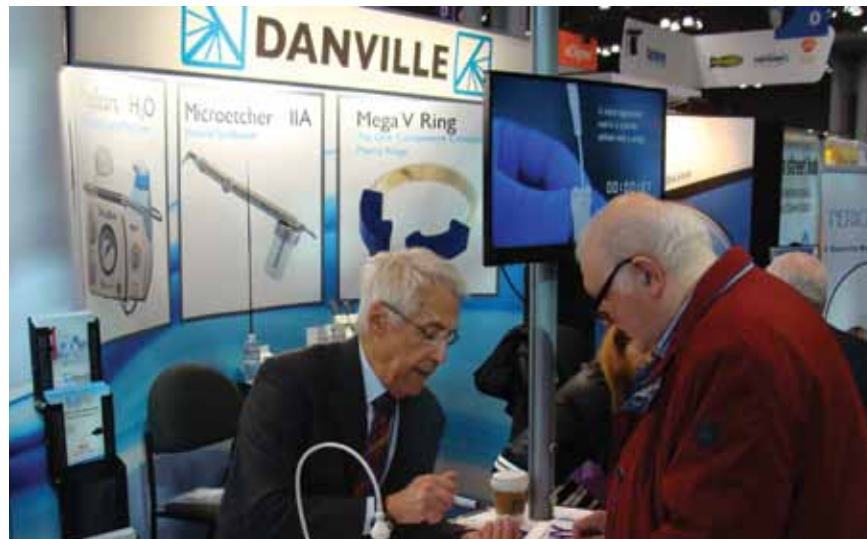
• Scott Slagle, left, and Shreeti Ruparelia of ACTEON North America (booth No. 4827).



• Dr. Louie Khouri of Qwikstrips (booth No. 4136).



• There's plenty to check out at Philips Sonicare & Zoom Whitening (booth No. 4818).



• A meeting attendee stops for product information at Danville Materials (booth No. 909).



• Warren Levine, left, and Jodi Clavir of Lips Inc. (booth No. 4135).



• Cliff Magneson of SharperPractice (booth No. 828).



• The team at Kettenbach (booth No. 3537).



• Dr. Samuel Weisz, left, and Erica Weisz — authors of the children's book 'Sugar Bugs' — at Baby Buddy/Compac Industries (booth No. 3641).





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