

DAILY IN CHICAGO!

# DENTAL TRIBUNE

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

THURSDAY, FEBRUARY 23, 2012 — Vol. 5, No. 1

www.dental-tribune.com

## TIME TO SHOP

A multitude of products are available in the exhibit hall. Here's a sneak peek.

► page 4



## HOP ON BOARD

You won't believe what is waiting for you in the registration area.

► page 10



## NEXT STOP: FLORIDA

Pack up the family and head to Florida for a vacation and education.

► page 30



Attendees wait to register for the 45th annual Chicago Dental Society's Midwinter Meeting. Photo/Dental Tribune File Photo

## Go be social

*Companies from 45 countries to show off new innovations and technologies*

**M**ore than 30,000 dentists and dental professionals have arrived to explore the latest innovations and techniques in dentistry here at the Chicago Dental Society's (CDS) 147th annual Chicago Midwinter Meeting. Joining them are more than 600 exhibitors representing 45 countries from around the globe.

The Chicago Midwinter Meeting is one of the largest exhibits of dental products

► See SOCIAL, page 2

## Restaurant Week returns with dishes from fresh faces

Chicago Restaurant Week, produced by the Chicago Convention & Tourism Bureau (CCTB), returns for its fifth annual culinary celebration, featuring value pricing at more than 230 restaurants throughout the Chicago area, including nearly 80 new participating restaurants and tasty special events.

Supported by the CCTB's restaurant members, the 10-day dining festival runs through Feb. 26 and features prix fixe menus starting at \$22 for lunch and \$33/\$44 for dinner, excluding beverages, tax and gratuity.

The annual Restaurant Week is an op-



portunity to pay tribute to Chicago's masterful chefs and give diners an opportunity to experience the multitude of flavors in the city while bringing business to establishments during a typically slower time of year.

► See RESTAURANT, page 2

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◀SOCIAL, Page 1

in North America and among the top four health-care tradeshow in the country, according to Expo magazine.

“The Midwinter Meeting is an opportunity for the dental community to experience the finest and most groundbreaking technologies available and receive hands-on courses and in-depth educational programs,” said 2012 CDS President John Gerding, DDS. “Ultimately, what [you] learn at the meeting will lead to the highest quality care available to patients.”

Attendees will not only have a first look at what’s new in modern dentistry but will also have access to an agenda of educational programs that address all aspects of dentistry. With 120 speakers, 190 courses and 38 hands-on courses, there is sure to be a topic for everyone. Programs include:

- *“The Value of Social Media in Dentistry.”* Explore the various facets of the modern web as it applies to dentistry, including social media, and learn how to turn a website visitor into a patient.

- *“Does Your Practice Pass the ‘Whitening Systems’ Test?”* Attend a live, in-office demonstration where you will learn how to evaluate the best treatment for the patient using the right product. The CDS will live stream the demonstration on its Facebook page.

- *“Will You Still Treat Me When I’m 64?”* Review the changes associated with aging and how they affect oral health, plus learn the modifications of dental treatments for patients with special needs.

Returning this year are the Health Screening Program, which now includes the addition of auditory testing, and live televised patient procedures each day of the meeting.

New products and services can help you to provide the best in care for your patients, so how about earning some C.E. credit for taking the time to learn about them? You can gain one unit of C.E. credit per day just by visiting exhibit booths.

More than 600 exhibitors will display their products and services in the West Building, Level 3, Hall F, today through Saturday.

Finally, don’t forget about the special events. Today’s Opening Session starts with a reception followed by the awards program and a Frank Sinatra tribute performance by singer Ryan Baker. On Friday is the annual Fashion Show and



A view of Chicago. Photo/Provided by [www.sxc.hu](http://www.sxc.hu)

Here in Chicago

Registration

Register on-site at the McCormick Center West, Level 3 Concourse. Registration hours are 7:30 a.m.–5 p.m. today through Saturday.

Hours

- *Exhibit hall:* 9 a.m.–5:30 p.m. today through Saturday. The exhibit hall is located on Level 3, Hall F.

- *Courses* will be conducted today through Saturday. Courses start at 8 a.m., 8:30 a.m., 9 a.m., 1:30 p.m. and 2 p.m.

Luncheon at the Hilton & Towers in the Grand Ballroom and an evening of entertainment at the Park West featuring Stayin’ Alive, a Bee Gees tribute band. On

McCormick Place West arrivals and departures

- *Gate 40:* taxi pick up/drop off
- *Gates 41, 43, 44:* CDS hotel shuttles
- *Gate 42:* private charter and limo pick up/drop off

Shuttle bus service

Most hotel shuttles will run to and from the West Building of McCormick Place. Shuttle bus service is available between 7–11 a.m. and 3:30–6:30 p.m.

Online

[www.cds.org/mwm\\_2012/](http://www.cds.org/mwm_2012/) for more information

Saturday, end the meeting by attending the President’s Dinner Dance at the Hilton & Towers in the Grand Ballroom, featuring the Don Cagen Orchestra.

Here in Chicago

For more information on Chicago Restaurant Week, visit [www.eatitupchicago.com](http://www.eatitupchicago.com). Stay up-to-date by following @ChooseChicago on Twitter and selecting “LIKE” on ChooseChicago’s Facebook page. Visitors to the Facebook page can enter for a chance to win one \$100 gift certificate awarded daily.

- *Chicago Detours:* Quench your thirst while you listen to stories of prohibition, jazz, vice, social clubs and more during Chicago Detours’ Good Times Historic Bar Tour. You’ll stop for libations, light appetizers and story-telling at historic bars and other venues during this guided two-hour and 15-minute half-mile walking tour (90 percent indoors).

Guests will also receive a gift packet. Kids younger than age 18 are not recommended to attend. Tours are offered on many dates in February.

- *The Second City:* Laugh it UP and enjoy pizza during matinee or evening shows of The Second City’s “History of Sex” or “Sex, Love & The Second City” at UP, the comedy club’s newest venue. Pizza and performance packages are available for lunch or dinner on select dates.

Chicago Restaurant Week is sponsored by 101.9fm THE MIX, American Express, Belvedere Vodka, Blue Moon, Chicago magazine, Chicago Tribune, Groupon, KEY — This Week in Chicago magazine, Metromix, Moët & Chandon, RedEye, United Airlines and Yelp.

DENTAL TRIBUNE

The World’s Dental Newspaper • US Edition

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◀RESTAURANT, Page 1

New to the Chicago Restaurant Week scene are Bar Toma, GT Fish & Oyster, Michael Jordan’s Steakhouse, NoMI Kitchen, Paris Club and Table Fifty-Two along with dozens of other fresh faces. The growing list of participating restaurants has already exceeded last year’s achievement.

For a complete list of participating member restaurants, visit [www.eatitupchicago.com](http://www.eatitupchicago.com).

Additionally, a couple unique Chicago attractions will feature food-themed events during Chicago Restaurant Week. Visit [www.eatitupchicago.com](http://www.eatitupchicago.com) for more information. These include:



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# Quality control achieved by controlling everything

*At NSK it's all in-house: researching, developing, manufacturing, testing, improving*

NSK uses more than 17,000 precision parts to build its high-speed rotary cutting instruments and accessories, which include handpieces and tips used by dental professionals for restorations, prosthetics, endodontics, oral hygiene, lab work and surgery.

Considering the market's ongoing demand for ever-more precise, strong and compact instruments, that's not really surprising.

The surprising part is this: Out of those 17,000-plus parts, NSK manufactures more than 85 percent of them in-house. The company even designs and builds the equipment it uses to manufacture and test those parts — so it can ensure micron-order accuracy. It's all part of an obsessive focus on quality control that dates back to the company's founding in Japan in 1930.

Today, NSK products have proven their worth in more than 130 countries — including the United States, which in 1984 saw the company's first overseas expansion with establishment of NSK America, now called NSK Dental LLC.

The philosophy of building the machines to build the parts to build the product has followed the company into every market it enters. The organization's overall management structure puts control at regional levels to ensure prompt product delivery and responsive after-sales servicing. Just as important, it's within the various regions that the company constantly solicits feedback from users of its products. The goal is to be able to swiftly respond to local needs.

This ability to quickly respond to local demand trends goes directly back to NSK's in-house control over every step of the research, development and manufacturing process. As an example, because of growing interest in products that combine mechanics and electronics, NSK has formed a specialized group of engineers looking specifically at such applications.

Also supporting the company's quick-to-respond product-development efforts are its in-house electro magnetic compatibility (EMC) standard test facilities. EMC standards for medical equipment are stricter than those for general consumer appliances. Ensuring EMC compliance at the earliest stages of research and development helps NSK shorten the overall product-development process.

## It's all about the hand

Control of all aspects of the development process helps NSK ensure timely regulatory compliance, improve reliability and



U.S. headquarters in Hoffman Estates, Ill. Photos/Provided by NSK Dental LLC

## Here in Chicago

For more information, contact NSK Dental at (800) 585-4675, e-mail [info@nskamericacorp.com](mailto:info@nskamericacorp.com), go online to [www.nskamerica.com](http://www.nskamerica.com) or stop by the NSK booth, No. 3846.

speed up development time. But even more critical to NSK is the direct channel its processes create between end users and product developers. With its dental instruments in particular, much of the focus goes directly to the hand of the end user.

"Handpieces and the Human Hand — Powerful Partners" is the company's core branding message. A guiding philosophy is that a medical apparatus must work in the dental professional's hand first, or it's not worth expending all of the quality control efforts that go into its creation.

NSK defines another of its trademarked messages, "Expect Perfection," also from the perspective of the product's users. The phrase is meant to reflect the company's dedication to "close consultation with dental professionals" as central to any product-development effort.

NSK has precise measurement standards for achieving quality control with its ultra-fine parts processing techniques. But it takes more than numbers to measure performance of a complete apparatus and operating system. That's where a user-oriented design philosophy becomes critical. The ultimate goal is an ergonomic design that becomes an extension of the dental professional's hand, transmitting intentions of delicate hand movements promptly and precisely to the target.

Only after the need or concept expressed by the end user is in place does creation and manufacturing of the instrument (and its individual parts) begin. It's at this phase that each part typically goes through six to eight processes prior

to completion. Every worker involved with any part bears responsibility for quality in all processes. If any defect is spotted, the part must be brought into micro-order tolerance or removed from the process. State-of-the-art processing machinery further protects the company's goal of guaranteeing 100 percent quality.

NSK production workers are constantly improving their skills, with more-experienced workers providing colleagues comprehensive training.

## Quality focus includes environment

Looking at its mission from a broader perspective, NSK also demonstrates a strong commitment to minimizing environmental impacts of its manufacturing, distribution, sales and support systems. The company has achieved the ISO 14001 environmental management standard, with the certification earned from what is considered one of the strictest certificate authorities, TUV CERT in Germany. Achieving the ISO 14001 standard required the design of a comprehensive environmental management system and an environmental plan encompassing the company's future vision.

Other certifications NSK has earned include: EN 46001 (stricter guarantee of quality for medical apparatus in Europe); ISO 13485 (another international standard); MDD (93/42/EEC) (European accreditation); and ISO 9001 (the international standard of a guarantee of quality).



NSK President and COO Eiichi Nakanishi

Again, control of product development comes into play, with the company modifying processes to save energy and minimize waste at every step of research, development, manufacturing, sales, delivery and support.

The company does not use environmental load chemicals such as chlorofluorocarbons. It has a recycling system that achieves a 97 percent recycling rate for cutting oil, used primarily in metal cutting. Again, control of its entire manufacturing process enables the company to focus on environmentally friendly materials at the earliest stages of design and development in complement with a focus on durability and energy efficiency.

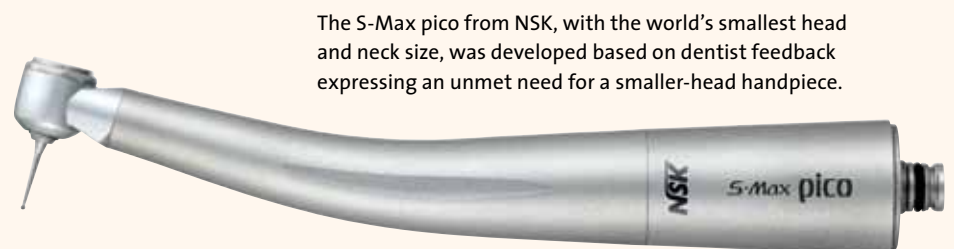
## A tradition of innovation

NSK's total quality control, end-user focus and track record have earned it a global reputation for innovative advancements in dentistry products.

Recently, these advancements include an ultrasonic scaler and tooth polisher; bone-cutting instruments that employ ultrasonic technologies; a mass-produced all-titanium handpiece body; air turbines with a unified inner race and rotor shaft to achieve vibration-free and silent operation; and the S-Max pico, an ultra-miniature-head handpiece (currently the world's smallest) for better access and patient comfort.

It adds up to a strong reputation for reliability, responsiveness and high-value contributions to advancements in patient care across all dental sectors, including implant treatment, laboratory techniques, general dentistry and endodontic treatment.

(Source: NSK Dental LLC)



The S-Max pico from NSK, with the world's smallest head and neck size, was developed based on dentist feedback expressing an unmet need for a smaller-head handpiece.



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# Crest Oral-B names Kareen Wilson a 'pro in the profession'

Crest Oral-B congratulates Kareen Wilson, RDH, of Bloomfield, Conn., as the third winner of the brands' second Pros in the Profession award program, which honors registered dental hygienists who go above and beyond the call of duty every day.

After careful consideration of a pool of qualified candidates, a panel of judges selected Wilson for the award based on her commitment to the oral health of not only her patients but also those in coun-

## Here in Chicago

Learn more about the Pros in the Profession program and nominate a pro for consideration by going online to [www.prosintheprofession.com](http://www.prosintheprofession.com) or stopping by the Crest Oral-B booth, No. 430.

tries who do not have access to proper oral health care.

Wilson has been practicing dental hygiene for more than 15 years, holding a bachelor of science degree from Loma Linda University. She is part owner of the

family practice where her husband practices dentistry.

Starting in 2004, Wilson realized her true calling when she joined mission trips to the Dominican Republic and Peru along with several other medical professionals and witnessed the drastic need for better oral health care in these countries and other parts of the world.

Driven by that experience, she helped start the Bethesda Medical Mission (BMM), a nonprofit organization dedi-



Kareen Wilson, RDH, of Bloomfield, Conn., is one of this year's Pros in the Profession. To nominate someone for the award, stop by the Crest Oral-B booth, No. 430.

Photo/Provided by Crest Oral-B

cated to offering free health services to enrich the lives of global citizens who are less fortunate.

Serving an active role on the board of directors of BMM, Wilson joins a band of pediatricians, psychologists and general practitioners who facilitate mission trips to territories covering the Caribbean, Africa, Central America and South America.

This year, she will join BMM on its second mission trip to Haiti.

Wilson's passion for improving oral health is carried with her each day in her profession as well. She is committed to educating her patients about whole-body wellness and the correlation between their oral health and overall health.

With the help of some of her favorite dental products, Wilson strives to keep her patients bacteria-free and is always thrilled to see the results of her work in patients, both inside her dental practice and in other parts of the world.

Throughout the year, three other professionals will join Wilson, Donna Caminiti of Springfield, Ill., and Julie Wells Kroeker of McAllen, Texas, as this year's Crest Oral-B Pros in the Profession winners. Winners will receive a \$1,000 prize, recognition at a special award cocktail reception at RDH's Under One Roof 2012 in Las Vegas, a recognition plaque, tribute in dental trade media news announcements and on [www.dentalcare.com](http://www.dentalcare.com) and a trip to P&G headquarters.

If you know any worthy pros, give them the recognition they deserve by nominating them today. Nominations will be accepted through April, either online or at the Crest Oral-B booth here in Chicago and at other upcoming dental conventions.

Nominations should be submitted by dentists, fellow hygienists, dental assistants, professional colleagues and collegiate colleagues, conveying why the nominees are true pros.

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Please visit our website, [www.jjkda.com](http://www.jjkda.com) and click on the **PreNew PreView<sup>®</sup>** button to learn more. And for more details or to register to attend one of Jason Kim's workshops, please contact Lynn Absatz at 631.312.2572 or at [labsatz@jjkda.com](mailto:labsatz@jjkda.com).



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# A revolution in oral care

## *SockIt! Gel helps to manage and heal oral wounds*

### By SockIt! Gel

Dentistry has seen dramatic developments in materials and techniques, especially in the last 20 years. Dentists provide care to patients as a matter of course that was unthinkable just a few years ago. However, dentistry finds itself still woefully lacking in one area — that of oral wound care.

Various procedures that result in injured tissues are performed every day. Patients may receive a prescription for pain medication, sometimes coupled with instructions to use a rinse to help reduce oral microbial counts, and that is about all.

However, we still do not provide patients with the one thing that is considered the standard of care in treatment of almost any other exposed part of the body: a wound dressing. This is not surprising because current wound dressings are not practical in dentistry.

Wound dressings are hallmarks of proper wound care. Wound dressings perform functions that are requisites for optimal healing: they protect wounds from irritation (and pain) and help reduce microbial contamination.<sup>1</sup> But because of the impracticality of standard oral wound dressings, dental patients have been denied ideal care.

We prescribe narcotics, but these drugs come with their own set of issues. In addition to their toxicities and potential for abuse, they don't always provide sufficient pain relief or the relief doesn't last until patients can safely take another dose.<sup>2</sup> These concerns apply even to over-the-counter drugs such as acetaminophen.<sup>3</sup>

A plethora of bacterial, fungal, protozoal and viral species reside in the human mouth. Many of these are potential pathogens that can delay healing.

In an attempt to address this issue, many dentists resort to various antimicrobial rinses to help prevent infection. However, almost all of these are toxic to some extent and should not be swallowed.

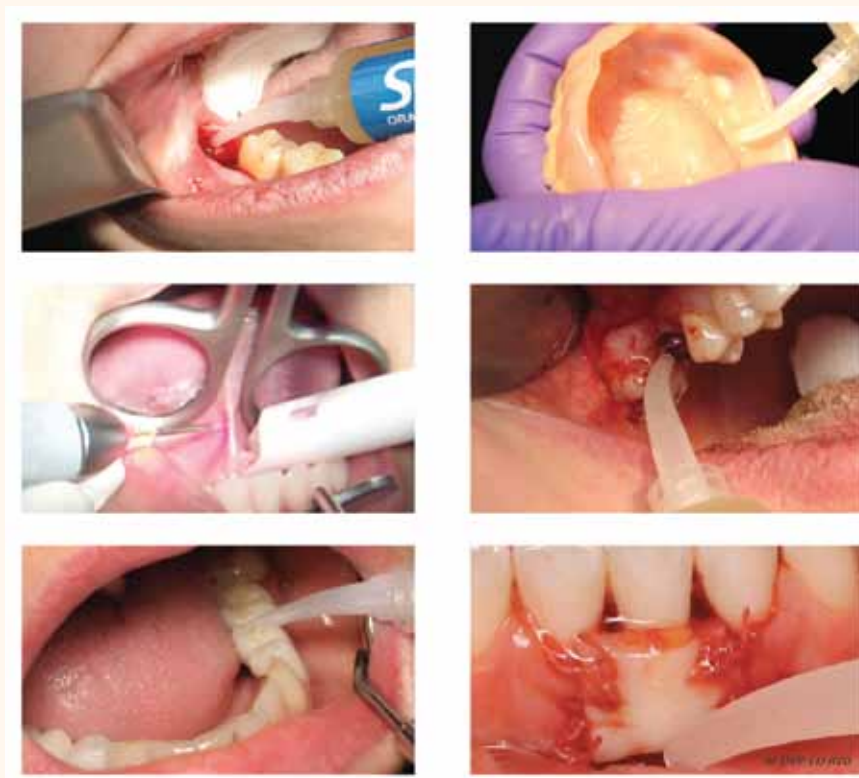
In addition, many of these products contain ingredients such as chlorhexidine, povidone-iodine, etc., that, while effective against bacteria, are toxic to the cells of wound healing.<sup>4-8</sup>

Wouldn't it be nice to be able to provide patients with a safe and effective means to achieve constant pain relief, to protect oral wounds from contamination and to promote optimal healing?

SockIt! Oral Hydrogel Wound Dressing is the answer to this pressing need.

SockIt! is a hydrogel wound dressing approved by the FDA for management of any and all oral wounds. SockIt! is ideal for tooth extractions, with periodontal, implant, graft and other procedures, as well as mucosal ulcers, lesions and all injuries to the mouth.

SockIt! signals a revolution in oral wound care because of the benefits it provides and the safety it possesses.



Use SockIt! with various procedures, including extractions, immediate dentures, laser procedures, implants, hygiene procedures, grafts and more. Photo/Provided by SockIt! Gel

*'Wouldn't it be nice to be able to provide patients with a safe and effective means to achieve constant pain relief, to protect oral wounds from contamination and to promote optimal healing?'*

SockIt! is unique in composition. It is drug-free. But more than that, SockIt! is composed entirely of all-natural food ingredients.

The specific combination of ingredients is extremely effective in providing the desired benefits, is completely non-toxic and is safe when swallowed.<sup>9-17</sup> SockIt! has no medical, pharmacological or age restrictions associated with its use.

SockIt! provides three important benefits to the patient:

- Fast pain relief without a numb sensation. The patient may apply SockIt! as often as needed for pain relief (true patient-controlled analgesia).
- Protection of wounds from contamination.
- Optimal wound healing.

SockIt! is easy to use. Apply SockIt! in the office. Dressing wounds as soon as possible to protect them from contamination is a major tenant in wound care.

Send the syringe with the remainder of the gel home with the patient. Patients should apply SockIt! to the affected area(s) at least four times each day until the syringe is empty. They may apply it more often if needed for pain relief. There are no restrictions to its use.

Dentistry provides a multitude of opportunities to care for oral wounds. Ac-

cording to the ADA, the following numbers of procedures are performed each year in the United States (and for which SockIt! is ideal):

- 46 million teeth extracted
- 569,000 gingivectomy or gingivoplasty procedures
- 834,000 osseous surgeries
- 500,000 bone-replacement grafts
- Hundreds of thousands of other periodontal procedures
- 2 million surgical implants placed
- 13 million scaling and root planing procedures
- 5 million complete dentures delivered, many of which are immediate dentures<sup>18</sup>

That's a lot of discomfort that should be managed, and healing that must occur. SockIt! safely and effectively addresses both needs. Patients report immediate pain relief with reduced (or no) need for prescription narcotics. Dental professionals report a significant reduction in postoperative complications and faster healing.

Join the revolution in oral care with SockIt! Oral Hydrogel Wound Dressing. Your patients will love you for it!

### References

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