

# today

It All Starts Here!  
**YANKEE**  
Dental Congress® | 2014



### Scenes from Yankee

Take home a furry friend, grab yourself some popcorn and enter to win a two-year lease on a Mercedes-Benz.

»pages 4 & 5



### Get passionate about your career

Remember how excited you were about dentistry back in the beginning? Make sure you always feel that way.

»page 6



### Dream big with social media

Want to help make your patients rich? Encourage them to put a testimonial on Facebook and they could take home \$50,000.

»page 8

# Paths meet here

## Come explore where oral health and overall health intersect

By Fred Michmershuizen, *today* staff

■ “It all starts here” is the theme of the 39th Yankee Dental Congress, focusing on the intersection of oral health and overall health.

On the exhibit hall floor here at the Boston Convention and Exhibition Center, more than 450 exhibitors are offering products and services dedicated to oral health and overall health, as well as to the health of your dental practice.

One of the many inventive product offerings on display here in Boston is the DentalVibe injection comfort sys-

\*see MEET, page 3



• A view from above: The exhibit hall at the Boston Convention and Exhibition Center is alive with activity Thursday morning. (Photos/Fred Michmershuizen, *today* staff)



## So much to learn about

By Fred Michmershuizen, *today* staff

■ More than 300 continuing education courses are being offered here at the 39th Yankee Dental Congress. According to meeting organizers, “It

• Jason Krause, MBA, presents ‘Social Media and Digital Patient Engagement’ Thursday morning in the Social Media Hot Spot on the exhibit hall floor. (Photo/Fred Michmershuizen, *today* staff)

All Starts Here” – the theme of this year’s meeting—is all about the important relationship between good oral health and good overall health.

In the lecture halls, course offerings cover everything from tooth whitening to advanced periodontal instrumentation techniques, and everything in between.

There’s also plenty of learning to be had right on the exhibit hall floor, with classrooms and special pavilions set up focusing on topics including healthy living, social media and live dentistry.

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### Glaslonomer FX-II

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today Yankee Dental Congress Show Dailies Vol. 5 appear during the Yankee Dental Congress in Boston, Massachusetts, Jan. 30-31, 2014.

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**MEET** \*from page 1

tem, available at booth No. 2033. The cordless, handheld vibrating device, invented by Dr. Steven G. Goldberg, is designed to provide counter stimulus to help block injection pain.

Shofu Dental is touting new delivery systems for two of its most popular products. The Glaslonomer Luting Cement CX-Plus is now available in capsule form. Also available is a new direct restorative, the Glaslonomer FX-II Capsule. Hands-on demonstrations for these products and others are available at booth No. 1229.

The Spry Dental Defense System is a line of consumer products combining all-natural xylitol with natural flavors. Chewing gum, mints, toothpaste, oral rinse, floss and many more products are available. Stop by the



Meeting attendees stroll the exhibit hall aisles Thursday morning at the 39th Yankee Dental Congress.

Xlear booth, No. 2404, to learn more and to pick up some free samples.

MIS Implants Technologies is offering the MGUIDE Guided Implantology System, which is designed to stream-

line and simplify treatment planning for dental implants. The system also allows you to present a treatment plan to patients, thereby increasing their comfort level. You can learn more at booth No. 1516.

The folks at Sesame Communications are on hand at booth No. 1835 to show you how you can get an enhanced profile on *Healthgrades.com*, the No. 1 source for new patients searching for practitioners and scheduling appointments.

For processing of used crowns, bridges and other dental materials, there's Morgan Mill Metals. Stop by booth No. 2038 to learn more from this locally owned and operated company.

The exhibit hall is open again today from 9:30 a.m. to 5:30 p.m. and Saturday from 9:30 a.m. to 4 p.m.

# Pacific Dental Conference

March 6-8, 2014  
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**Inspiring program  
Fantastic networking  
Unforgettable location!**

- One registration fee gives access to all 144 open sessions, no course pre-selection is necessary!
- Three days of varied and contemporary continuing education sessions
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- Fantastic shopping, beautiful seawall access within blocks of your hotel, and great spring skiing on the local mountains

Registration and program information at...  
**www.pdconf.com**

**Featured Speakers**

|   |   |   |
|---|---|---|
| <br><b>John Kois</b><br>Aesthetics & Occlusion   | <br><b>Sonia Leziy</b><br>Periodontics   | <br><b>Samson Ng</b><br>Oral Pathology |
| Nancy Andrews<br>Dani Botbyl<br>John Cranham<br>John Flucke<br>Theresa Gonzales<br>Bart Johnson<br>Jo-Anne Jones<br>Sergio Kuttler<br>Hardy Limeback<br>Tieraona Low Dog<br>Robert Lowe | Derek Mahony<br>Louis Malcmacher<br>Elliot Mechanic<br>Kristie Menage<br>Bernie Ross Nash<br>Uche Odiatu<br>Shannon Pace Brinker<br>Greg Psaltis<br>Rob Roda<br>Richard Young |   |

To celebrate 50 years of Dentistry at UBC we are presenting the 'UBC Speaker Series'. Alumni reception, special display booths in Exhibit Hall and tours at UBC are planned.

**UBC DENTISTRY 50**



AD

# Scenes from Yankee



• Luiza Barros passes out bags at Mydent International (booth No. 519).



• Meeting attendees line up for the presentation (and the always-popular giveaways!) at Crest Oral-B (booth No. 1006).



• Amanda Duquette, RDH, cuddles up with one of the many furry creatures at E-Z Floss (booth No. 1138).



• Monica Diaz, left, and Aaron Joseph of Glidewell Laboratories (booth No. 324).



• Nathan Goodhue of MIS Implants Technologies (booth No. 1516).



• The NSK booth (booth No. 131).

Photos/  
Fred Michmershuizen,  
*today* staff



• You can register to win a two-year lease on this Mercedes-Benz CLA 250 at the Massachusetts Dental Society Foundation. Just look for this display on the exhibit hall floor.



• The team at Mopro (booth No. 440). From left: Katie Dusenbury, Garrett McCargar and Katie Due.



• Renee Gold, left, and Lenny Sulkis of Shofu Dental Corp. (booth No. 1229).



• There's plenty to explore at Henry Schein (booth No. 2336).



• Ramzy Abdallah, left, and David Matthews of Modern Dental Laboratory (booth No. 417).



• Stephanie Dominguez of OCO Biomedical (booth No. 429).



• The team at Sesame Communications (booth No. 1835). From left: Sasha Thompson, Almie Borromeo and Kevin Gustafson.



• Get your popcorn from Lisonja, left, and Chrisandra Morse of ProSites (booth No. 2219).



• Nikko Solemsaas of HealthFirst (booth No. 1039).



• Gene Olink, left, and Joyce Grace of Morgan Mill Metals (booth No. 2038).



• John Peterson, left, and John Peldyak of Xlear/Spry (booth No. 2404).



• At left: the team at DentalVibe (booth No. 2033). From left: Sam Kenton, Cliff Dodson, Vito Verzura and Daniel Savage.

# Renew your passion

## By LVI Staff

■ Welcome to the Yankee Dental Congress, 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

## For more information

For more information on the Las Vegas Institute for Advanced Dental Studies, visit [www.lviglobal.com](http://www.lviglobal.com).

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

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educate | inspire | connect



- Be part of a cosmetic dentistry evolution spanning 30 years
- Tap your inner overachiever with AACD's high-level, hands-on learning
- Get social and re-energize in the Florida sunshine



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# AACD 2014

Orlando



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.

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!"

# Get extra benefits by sending us your digital impressions

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4D  
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ios  
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- 1 Documented improvement in clinical accuracy compared to conventional elastomeric impressions\***
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  - 55% reduction in crown returns to lab for fit issues
  - 30% reduction in overall crown remakes
- 2 No inbound impression shipping cost and quicker case turnaround**

Your cases are transmitted electronically via the Internet, so you save on the cost of overnight inbound shipping (\$7). Plus, your monolithic BruxZir® Solid Zirconia, IPS e.max®, Obsidian™ lithium silicate ceramic, Inclusive® Custom Abutment or implant case can be fabricated and shipped back to your office in as little as two days.†
- 3 Save \$20 per unit off the list price**

When you transmit a digital impression and request a model-less restoration, we deduct the cost of the model and die work, saving you \$20 off the list price. BruxZir, IPS e.max or Obsidian restorations made via digital impressions and without a model will cost you \$79 per unit instead of \$99. You'll also save \$40 per unit off the \$299 per unit list price of Inclusive Custom Abutments or screw-retained implant crowns.

***Send us your next digital impressions and put these benefits to work for your practice!***

\*Data is based on 123,757 BruxZir crowns manufactured digitally at Glidewell Laboratories through June 2013.  
†Projected shipping return date for your case should be verified with a Glidewell Laboratories representative.

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# Encouraging patients to become social media evangelists for your practice

By **Steven G. Goldberg, DDS,**  
**DentalVibe Founder**

■ Let's face it. Almost every dentist is looking to grow his or her practice, and we're all looking to bring in as many new patients as we can.

With the many platforms in dental marketing at our disposal, word-of-mouth and direct referrals still remain the most powerful motivators driving new patients to our practice.

A positive dental experience for one patient can lead new patients to our doors, and quite often, the way to provide that positive experience is to provide a pain-free dental experience.

## The patient's perspective

Patients sit in our chairs because they fully trust our knowledge, experience and clinical capabilities to care for their oral health. However, what they think most is, "Please don't hurt me!"

Consider this: You spend a half hour with a patient, treating tooth #14 with an MOD composite bonded filling. You carefully excavate the decay, skillfully prepare the tooth with perfect cavosurface margins, etch, prime, place adhesive and composite, and cure. You create a beautifully artistic representation of occlusal anatomy and even place secondary grooves in the marginal ridges. You're proud of your artistic creation, and

## Here in Boston

For more information on DentalVibe, stop by the booth, No. 2033.

## About the author



Dr. Steven G. Goldberg, DDS, FADFE, graduated from New York University's College of Dentistry and has been in private practice for more than two decades. He founded Bing Innovations to bring to market the DentalVibe Injection Comfort System, which is being used by dentists in private practice and in dental schools in the United States and in more than 25 other countries.

AD

## Core I: Advanced Functional Dentistry —

### The Power of Physiologic Based Dentistry

### The Future of Dentistry Awaits You

The LVI Core I program encompasses the principles in physiologic restorative concepts creating excellence in care for your patients and prosperity for you. This program will start you on a path to greater understanding and enjoyment of our profession while creating loyal, enthusiastic and grateful patients!

This exciting three-day, hands-on program shows you how to evaluate cases and educate your patients for advanced restorative dentistry and more comprehensive case acceptance. For many of your patients you will learn how to eliminate a lifetime of pain that no other medical professional has been able to address, and for some learn how you can actually save their lives!

In essence, become a mouth doctor with ability to do things you never were taught in dental school. You have patients in your practice RIGHT NOW that can benefit from these concepts and you have the opportunity to change their lives starting the day you return to your office.

Dr. Bill Dickerson, Dr. Heidi Dickerson and Dr. Mark Duncan will present this information in a practical, easy to understand manner where you will feel comfortable presenting these exciting and practice building new options to your patients on Monday. Don't miss this golden opportunity to find out about this incredible world of dentistry that awaits you!

**Core I guarantee: We are so sure you will be satisfied with this course that we offer a money back guarantee!**

**“LVI has given me a new driving force in my career. It has recharged my enthusiasm for dentistry and made me realize that my career choice was not a mistake.”**  
—Dr. Charles Shin, Stouffville, ON

**“I wish I would have attended LVI earlier in my career. I still have time to make a difference but this info is too valuable to not be used throughout an entire dental career.”**  
—Dr. Tim Stimeman Algonquin, IL

**“Not only did I learn what I didn't know about dentistry, I learned how to help my own long history of pain in the head and neck. Thanks for the missing link.”**  
— Dr. Paul Bell, Denver, CO

**Upcoming 2014 DATES**

February 19-21 - LVI (Las Vegas)  
March 27-29 - Toronto  
June 18-20 - LVI (Las Vegas)  
October 1-3 - LVI (Las Vegas)  
December 10-12 - LVI (Las Vegas)

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you've provided a tremendous service for your patient.

Is this patient going to tell their friends and family how wonderful your secondary grooves are? Of course not. But patients will remember whether you solved their problem and if you did it without causing them pain.

Today's world revolves around social media, and your patients have the wherewithal to spread the good word about their positive dental experience to a much wider audience than ever before.

## Providing a positive and pain-free dental experience

I invented the DentalVibe to block the pain of intra-oral injections. It is a cordless, handheld device that delivers soothing, pulsed, percussive vibration to "shake up" the site where an injection is being administered, sending a message to the brain and effectively closing the neural "pain gate" and allowing for the comfortable administration of intra-oral injections.

This is a highly shareable story. Those secondary grooves might impress your colleagues, but patients talk about the extra touches that make their visit comfortable.

## Marketing through social media

For clinicians using the DentalVibe, we have created an online patient sweepstakes that encourages positive patient testimonials. Participating practices give their patient an entry slip at the end of an appointment when the DentalVibe was used, providing them with a promo code to use when posting a brief testimonial about their experience, which is posted to the patient's Facebook page or shared via email.

The process is easy, and patients are automatically entered into a sweepstakes to win a monthly giveaway of an Apple iPad mini and a 2014 year-end grand prize of \$50,000.



2014



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**After April 1 - \$900.00    Staff - \$450.00**

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