

# today



## Scenes from Greater N.Y. Dental Meeting

Go green (with envy), catch an educational presentation and try on a pair of gloves.

»pages 6–10



## The need for speed

How Henry Schein is enabling practices to treat more patients more efficiently.

»page 14



## A hands-free HVE suction solution

Dr. Lee Ann Brady discusses the impact suction devices can have on your patients.

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# It's all here

By Robert Selleck, *today* Staff

■ Jared Scott Percyz, DDS, was essentially on a pilgrimage Monday morning as he headed into the exhibit hall at the Greater New York Dental Meeting, following his journey into the city from Southington, Conn., where he lives and has a dental practice.

He's been coming to the meeting without fail (except for one year when family obligations intervened) for 15 years. Usually he's here on the meeting's Sunday. So that was a bit different this year, but his mission was the same: Check out the latest technology

»see *HERE*, page 4



• From left, dental students Madhumietha Arumugam (recently from India), Chandani Basyal Acharya (recently from Nepal), Meena Matloob (recently from Iraq), Shreya Bhambure (recently from India) and Sardora Ismailova (recently from Uzbekistan) pose with Lady Liberty in the Crystal Palace on Monday afternoon. All were licensed in their native countries and are now pursuing licensing in the United States, attending a two-year program at the University of Pennsylvania School of Dentistry in Philadelphia. (Photos/Robert Selleck, *today* Staff)

# Plenty to learn about

■ Here in New York, there are plenty of educational opportunities. Live dentistry is being practiced right on the exhibit hall floor. The lecture halls and glass classrooms are filled with offerings. Less formal presentations are being offered in exhibitor booths.

To see a full list of course offerings, check your show guide or the official app for exact times and locations.

• Dr. Edward R. Kusek speaks during 'Laser Tech Talk,' co-presented with Dr. Charles Hoopingarner. In this hands-on class, attendees could use five types of lasers on pig mandibles. (Photo/Robert Selleck/*today* Staff)



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• Above, Dr. Rabbit greets children Monday morning at the Colgate Bright Smiles, Bright Futures event in the exhibit hall's health-screening area. Colgate co-sponsors the free Greater New York Smiles program for area school children along with DentaQuest and the United Federation of Teachers. Several area dental hygiene schools and associations also participate.

• At right, attendees head into this year's Greater New York Dental Meeting.

## HERE "from page 1"

and other innovations in the exhibit hall.

"It's the only place where you see everything there is — all under one roof — and where you can actually see and feel with your hands before buying," Percyz said.

Two years ago, Percyz did exactly that, buying a CEREC intraoral scanner after working with one in one of the booths.

This year, Percyz wasn't on a specific mission to buy, but he was prepared to be tempted by an endless array of technological advancements and basic dental-practice provisions. Among the many temptations:

- Midmark is offering substantial rebates on its sterilizer and Quick-Clean Ultrasonic Cleaner, available in booth No. 4609.

- Bisco, in booth No. 1200, has a buy-one-get-one-free offer on its TheraCem self-adhesive resin cement, which it bills as the "Next Generation Cement."

- You can save \$200 when you order both loupes and an LED DayLite in any of the Designs for Vision booths



(Nos. 1813, 2012 and 4026).

- Microcopy has exclusive show specials on NeoDiamond burs in booth No. 1106.

- You can get a free sample of the new Ivory ReLeaf hands-free suction solution in the Kulzer booth, No. 1408.

Going a bit higher on the cost spectrum, laser systems appear to be on display around every corner of the exhibit hall. Many are bound to capture the attention of Maria Torres, RDH, from Bronx, N.Y., who was attending a class in the exhibit hall Monday morning, 'Laser tech talk,' which is part of a series of courses sponsored by the Academy of Laser Dentistry.

"There is a laser in our office, and I want to know how to use it for soft-tissue and perio work," Torres said. "This session has been very interesting. Lasers are becoming more affordable, so I think we'll be seeing more

and more of them in practices."

Certainly there are more and more appearing in the exhibit hall. Among them:

- Check out the Lightwalker universal dual-wavelength system in the Fotona booth, No. 3433. Ask about the special financing and other show offerings and giveaways.

- Learn more about the EPIC Q4 diode laser in the Pioneer Lasers booth, No. 4639, and ask about the trade-in program available on the Pioneer Pro and the Pioneer Elite.

- And in the Sonendo booth, No. 1504, you can test out the Gentle-Wave Procedure, a minimally invasive root canal procedure.

If you haven't been able to see all of the laser-system offerings or the various show specials on other products you use every day, don't worry, the exhibit hall is open again tomorrow, its final day, until 5 p.m.

## 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](mailto:info@dental-tribune.com)  
[www.dental-tribune.com](http://www.dental-tribune.com)

**Publisher & Chairman**  
Torsten Oemus  
[t.oemus@dental-tribune.com](mailto:t.oemus@dental-tribune.com)

**President/Chief Executive Officer**  
Eric Seid  
[e.seid@dental-tribune.com](mailto:e.seid@dental-tribune.com)

**Group Editor**  
Kristine Colker  
[k.colker@dental-tribune.com](mailto:k.colker@dental-tribune.com)

**Managing Editor**  
Fred Michmershuizen  
[f.michmershuizen@dental-tribune.com](mailto:f.michmershuizen@dental-tribune.com)

**Managing Editor**  
Sierra Rendon  
[s.rendon@dental-tribune.com](mailto:s.rendon@dental-tribune.com)

**Managing Editor**  
Robert Selleck  
[r.selleck@dental-tribune.com](mailto:r.selleck@dental-tribune.com)

**Product/Account Manager**  
Humberto Estrada  
[h.estrada@dental-tribune.com](mailto:h.estrada@dental-tribune.com)

**Product/Account Manager**  
Maria Kaiser  
[m.kaiser@dental-tribune.com](mailto:m.kaiser@dental-tribune.com)

**Product/Account Manager**  
Jordan McCumbee  
[j.mccumbee@dental-tribune.com](mailto:j.mccumbee@dental-tribune.com)

**Client Relations Coordinator**  
Leerol Colquhoun  
[l.colquhoun@dental-tribune.com](mailto:l.colquhoun@dental-tribune.com)

**Education Director**  
Christiane Ferret  
[c.ferret@dtstudyclub.com](mailto:c.ferret@dtstudyclub.com)

**Accounting Department**  
Nirmala Singh  
[n.singh@dental-tribune.com](mailto:n.singh@dental-tribune.com)

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# Scenes from Monday



• From left: Leigh Hautau, Fred Gebert and Bob Cunningham of Benco (booth No. 1617).



• Dr. Anne Lauren Koch explores the exhibit hall Monday morning.



• From left: Kevin Bradley, Art Micheli and Ben Waldman of i-CAT (booth No. 4618).



• Ed Matthews and author Dr. Larry Rosenthal at The Clemens Group booth, No. 2813, where Rosenthal was signing copies of his book, 'OPEN WIDE(R).' (Photo/Provided by Ed Matthews)



• From left: Bill Berry, Janie Wright, RDH, and Jenny Reichert, RDH, of Preventech (booth No. 4211).



• From left: Gisele Choquette, Theodora Little, Stacy Atnip and Lauren Stidham of Curaden/Curaprox (booth No. 3600).



• Teresa Bergeron of Microflex/Ansell (booth No. 4904).

• Kevin Marusewski of Great Lakes Orthodontics (booth No. 4413).



Photos by Fred  
Michmershuizen,  
*today* Staff





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**GNYDM Presentation Schedule with Justin Chi, DDS, CDT**

<b>Sunday, 11/26</b>	<b>Presentation</b>
10:30 a.m.	glidewell.io In-Office Solution
11:30 a.m.	Materials for Modern Dentistry
2:00 p.m.	PFM Re-engineered
3:00 p.m.	glidewell.io In-Office Solution
<b>Monday, 11/27</b>	<b>Presentation</b>
10:30 a.m.	glidewell.io In-Office Solution
11:30 a.m.	Materials for Modern Dentistry
1:30 p.m.	PFM Re-engineered
2:30 p.m.	glidewell.io In-Office Solution

<b>Tuesday, 11/28</b>	<b>Presentation</b>
10:00 a.m.	Materials for Modern Dentistry
11:00 a.m.	glidewell.io In-Office Solution
1:00 p.m.	PFM Re-engineered
<b>Wednesday, 11/29</b>	<b>Presentation</b>
10:00 a.m.	glidewell.io In-Office Solution
11:00 a.m.	Materials for Modern Dentistry
1:00 p.m. - 4:00 p.m.	Science Meets Real-World (Location: Glass Room    Dentistry: Innovations for booth #5236)    Increased Patient Satisfaction

**NOTE:** Times listed will be promoted and additional presentations can be added based on booth traffic.



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• Hermogenes Angeles of 3Shape (booth No. 2626) speaks to meeting attendees during a presentation Monday afternoon.



• From left: Megan Mottwiler, Catherine Plateroti and Elizabeth Malcolm of Essential Dental Systems (EDS, booth No. 2003) are green with ENVY — the company's new self-etch, self-adhesive resin cement.



• Cam Krempulec, left, and Gabriel Dufort of Midmark Corp. (booth No. 4609).



• From left: Louie Kaloudis, Michael Burseth and Cynthia Crallie of Bisco Dental Products (booth No. 1200).



• Todd Galski, left, and Will Powell of Sonendo (booth No. 1504).



• Dr. Jeff Kozlowski presents 'Clinical Efficiency and the Business of Orthodontics,' one of many educational offerings on Monday.



• Sarah Seaton, one of the presenters in the New Product Arena, speaks Monday about Midmark products (booth No. 4609).



• Sean Maissami, left, and Emily Schultz of Denbur (booth No. 3104).



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