

# today

dapod  
18 HONOLULU



## How to minimize dental anxiety

Make your practice fun for the little ones. From incentives to games, here are some tips.

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## Bringing together dentists and patients

New website promises to bring together pediatric dentists and the children who really need them.

»page 6



## Time to do some shopping

There are a lot of products in the exhibit hall. We picked out a couple you won't want to miss.

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# A Honolulu holiday



• Looking down on Honolulu from Diamond Head. (Photo/Gregory Runyan, [freeimages.com](http://freeimages.com))

• see HONOLULU, page 3

■ Once again, Memorial Day Weekend is upon us, and this year, there is no greater place to celebrate it than here in Honolulu with the American Academy of Pediatric Dentistry and its more than 6,000 attendees.

For the next three days, you are bound to catch educational presentations from top-notch speakers, tour the nearly sold-out exhibit hall and attend social events that promise to be unparalleled to any you've seen before.

Kicking off the holiday weekend at 7:30 a.m. today is keynote and motivational comedian Kevin Wanzer. Other highlights to come include familiar, favorite sessions, such as Mini Clinics and String of Pearls. The Posture Perfect Workshop on Saturday morning with Dr. Uche Odiatu

## Wake up with keynote speaker Kevin Wanzer

■ If you're up bright and early this morning, there is no better way to kick off the holiday weekend here in Honolulu than with the 2018 keynote and motivational comedian Kevin Wanzer.

From 7:30 to 9 a.m., in the Kalakaua AB room of the Hawaii Convention Center, you can hear this very funny speaker who served on the staff of and

appeared on "Late Night with David Letterman" as well as authored the book "Choose to Love."

Wanzer got his start early. At his lemonade stand when he was just 8 years old, he offered passers-by two types of refreshment: a cold cup of lemonade or dead-on stand-up renditions of Steve Martin comedy routines.

Decades later, the lemonade and Martin routines are gone. The refreshment, however, is still to be had.

As a humorist, motivational comedian and keynote speaker, Wanzer has been earning rave reviews for more than 30 years. He has been noted nationally as one of the most effective and entertaining speakers for inspiring and empowering audiences,

celebrating Ohana and the Spirit of Aloha.

Through stories and humor, he helps people reconnect with hidden passions, embrace diversity and celebrate community through laughter, all of which are perfect for a Friday morning here at AAPD.

(Source: AAPD)

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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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## HONOLULU *“from page 1”*

promises to be packed with attendees ready to start their day feeling refreshed and invigorated.

The AAPD Exhibit Hall continues to expand with not only new exhibitors but fun and interactive booths. The Tech Bar, which features a series of educational sessions throughout the day, is back by popular demand, a Live Podcast Booth has been added and there is an entire booth dedicated to a life-size mosaic in the making.

Stop by the Live Podcast Booth, located at the Tech Bar Theater, between 10 and 10:30 a.m. to hear Roy Delarosa's "5 Things I Can Do to Make My Practice Hummm" or between 1:30 and 2 p.m. to hear Nestor Cohenca's "Getting Up To Date in Pulp Therapy for Young Permanent Teeth."

If you're interested in autism spectrum disorder (ASD), you won't want to miss Session 120: "Update on the Spectrum," taking place from 9:30 a.m. to 12:30 p.m. today.

ASD is one of the most common developmental disorders diagnosed worldwide. According to the Centers for Disease Control, one in 68 American children have been diagnosed with it. This high prevalence means that every pediatric dentist will encounter children with autism in their practice. Presenters in this session will discuss practical, patient-centered treatment approaches for this population. Raphael Bernier, PhD, will review the medical and behavioral aspects of ASD, while Travis Nelson, DDS, MSD, MPH, will cover dental implications and treatment strategies for care of this patient population.

Another highlight takes place this evening, from 7 to 10 p.m. at the Bishop Museum. The AAPD Welcome Reception: Aloha Fest will offer you the chance to immerse yourself in the unique Aloha way of life here on the island, from the ukuleles in the courtyard to the stunning exhibits of Hawaiian Hall. You can also discover the stars in the J. Watumull Planetarium and learn how the first Hawaiians navigated to the islands. Check out the science center where you can learn how volcanoes first formed the eight islands that make up the Hawaiian chain.

Out on the Great Lawn, mosey your way around a fun culinary journey inspired by flavors and festivals of the islands, from trendy poke to traditional poi and a smoking huli huli experience. Stop by registration to get your tickets to this event.

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# How to minimize dental anxiety by incentivizing your pediatric patients

By SmileMakers Staff

■ There's been a massive amount of research into dental anxiety, with good reason: Dental anxiety keeps thousands of people from visiting the dentist every year. Children are especially susceptible to this anxiety, particularly if they have never been to a dentist before or they are unsure about what to expect.

Incentivizing visits will help them positively anticipate each trip, particularly if they are facing multiple visits for successive treatments. Here are a few ideas to help you create a program that fits your practice.

## Help patients grade oral health

A daily oral health quiz helps keep young patients on track for oral care success. It can be as simple as a checklist with questions like: Have

## Here in Honolulu

Looking for more ways to incentivize your patients? Visit SmileMakers at booth No. 400 or at [SmileMakers.com](http://SmileMakers.com) to see the company's full line of patient incentives and practice supplies.

you brushed your teeth today? Did you brush twice today? Did you floss today? Have them bring their list in each visit for a special reward. A brushing chart works well for this and can be customized with your practice name and information so they'll remember your positive reinforcement daily.

## Challenge patients to succeed

There's nothing a child will remember more than a challenge. The idea is to turn his or her oral health into a game.

One tried-and-true method is the 2-2-2 challenge. At its essence, all you're doing is asking children to see their dentist twice a year and brush twice a day for two minutes each time. Turn it into a challenge by giving them a practice-themed notepad and pencil to record their progress. That will entice them into forming good habits from an early age and keep you top of mind.

## Offer tiers of prizes

For every cavity-free visit or step in the treatment plan, allow the patient to choose a higher tier of prizes. It gives kids something to look forward to and a reason to behave well and take care of their teeth. At their first visit, they might not have been able to get the plush animal, but you can explain they'll be able to earn it with good behavior and habits over time.

You don't need to break the bank

for this, and the reward tiers don't have to grow excessively. The difference between a bracelet and a heart necklace might be all the incentive they need.

## Add to their collection

Limited edition collectibles are an age-old trick used to help people see an increased value in certain items. It works really well with children because they usually want the exclusive toys or stickers. The value grows if you have the full set, too.

By using "exclusive" prizes like keychains that come in different designs or stickers that can only be collected at subsequent visits, it gives a positive incentive to children who may need a lot of dental work. Rather than seeing their dental visits as a chore, they have a chance to complete their collection.

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# Pediatric dentists and parents will love *I Love My NuSmile*

By Diane Johnson Krueger,  
NuSmile Founder and CEO

■ Since we started NuSmile more than 28 years ago, every step we've taken has been guided by one of two passions: Our passion for helping pediatric dentists be more successful, and our passion for restoring the smiles of pediatric patients.

Of course, our ideal initiative is one that allows us to indulge both passions, and that's certainly the case with our new *I Love My NuSmile* service. The centerpiece of the service is [ilovemynusmile.com](http://ilovemynusmile.com), a dedicated website that helps parents not only understand the best restorative dental options available for their children but also provides a doctor locator feature that makes it easy for parents

## Here in Honolulu

To learn more about the *I Love My NuSmile* service, stop by the NuSmile booth, No. 507.

to find a NuSmile provider nearby who offers NuSmile's market-leading esthetic pediatric crowns.

We're very excited about educating parents about our two esthetic solutions – NuSmile ZR Zirconia crowns and NuSmile Signature Pre-Veneered crowns – that provide a combination of lifelike appearance, function and durability that is consistently confirmed by independent testing as well as by doctor and parent feedback. We believe that using [ilovemynusmile.com](http://ilovemynusmile.com), as well as social media and



• Sign up for the *I Love My NuSmile* service today at [ilovemynusmile.com](http://ilovemynusmile.com). (Photo/Provided by NuSmile)

other convenient platforms, to make parents aware of these options and the dentists who offer them is not just

the smart thing to do; it's the right thing to do!

Our website went live May 1. We encourage pediatric dentists who offer NuSmile esthetic crowns to visit the site and apply by clicking the Dentist dropdown menu on the homepage and selecting "Sign Up." Once they submit their information, a NuSmile team member will work with them to personalize their contact information, upload a photo and write their own practice description. Advertising campaigns to the public will begin on June 1.

We could not be more excited about the potential of *I Love My NuSmile* to help the best pediatric dentists in the United States and Canada connect with even more of the children who really need them.

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# Anutra Medical partners with Podium to enhance platinum member benefits

By Anutra Medical Staff

■ Anutra Medical, a medical device company, provides a local anesthetic delivery system that gives health-care providers the ability to mix and dispense buffered anesthetic. This ultimately helps to streamline a practice's workflow as well as enhance patient experience, according to the company.

The benefits of using the Anutra

## Here in Honolulu

To learn more about Anutra Medical, Podium or an Anutra platinum membership, stop by the Anutra booth, No. 740.

Local Anesthetic Delivery System are many, the company asserts. By buffering local anesthetic, practitioners can offer an injection that

is fast-acting and reliable, allowing the majority of patients to get numb seven times faster than traditional anesthetic. Further, buffered anesthetic provides a more comfortable injection for patients. The average patient, on a Likert scale from 1 to 10 where 1 is "totally painless" and 10 is "very painful," rates a buffered local anesthetic injection from the Anutra Local Anesthetic Delivery System a 1.81, averaging "painless."

A major benefit of implementing buffered anesthetic into a health-care practice, particularly in the dental office, is the time savings. The average dental office reported between 15 and 20 minutes saved per appointment where buffered local anesthetic was used.

Anutra Medical has redefined how practitioners can receive their supply of local anesthetic by offering a platinum membership. This membership gives the dentist the option to receive everything they need to buffer and administer anesthetic in one simple membership package.

Traditionally, practitioners would have to piece together different components for giving injections, including but not limited to topical, syringes, needles and the anesthetic. Via the platinum membership, Anutra Medical provides this to the practitioner in one simple step. Further, Anutra provides other offers to its platinum membership, including working with Podium.

This week, Anutra announced its partnership with Podium, a leading customer communication platform for local businesses. Through its messenger and review products, practitioners are able to streamline their online review invitations.

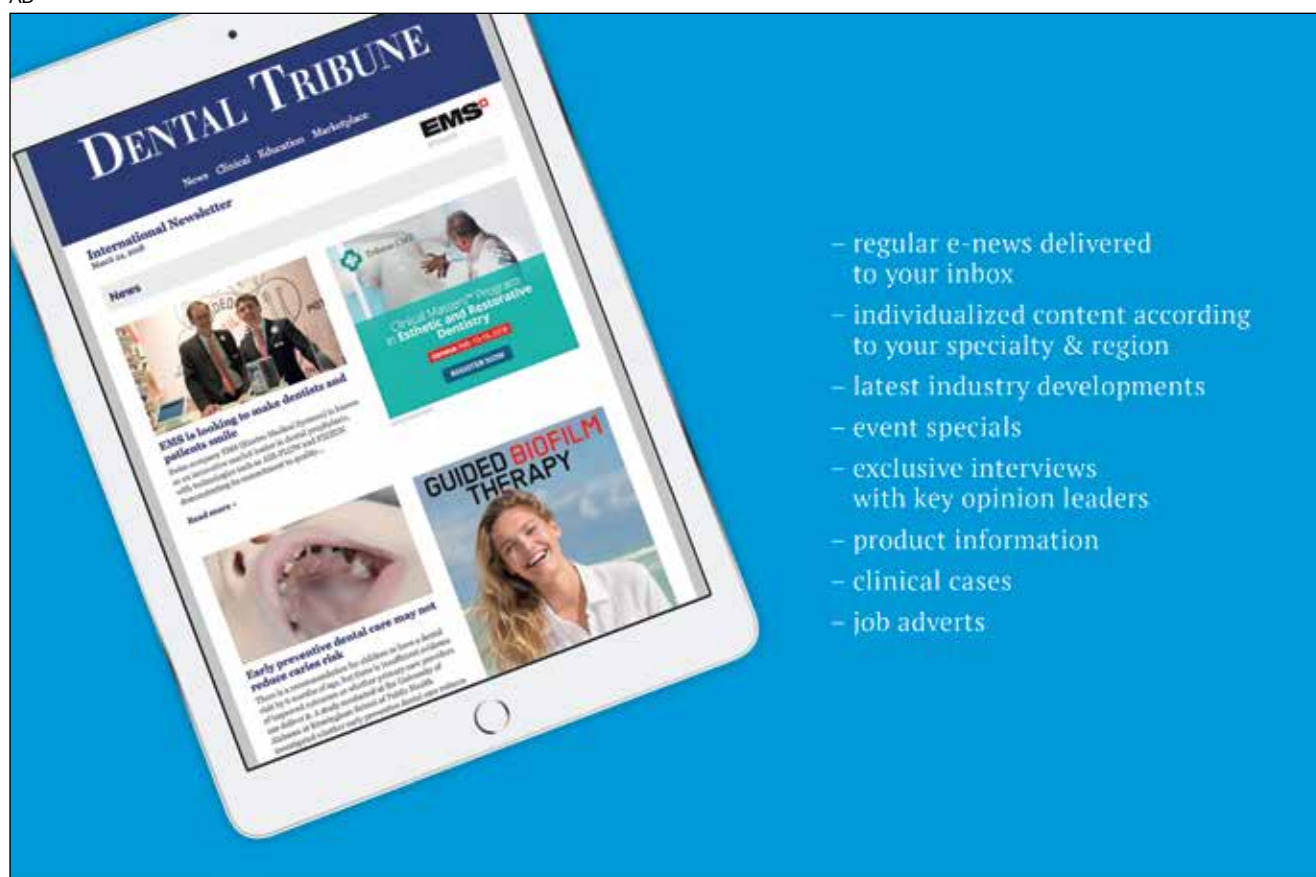
Patients who have had an appointment are sent an invitation to review their experience via text within minutes, when reviews are most accurate and likely to be acted upon. This partnership will save dentists time as well as increasing the number and quality of their online reviews on Google, Facebook and other key sites.

By working together, Anutra is subsidizing the cost of a Podium subscription exclusively to its platinum members.

"We are constantly looking for innovative ways to help practices grow their patient base and spread the word that patients no longer should fear an injection," Ryan Vet, VP of marketing at Anutra Medical, said. "Further, with the efficiencies that come along with utilizing buffered anesthetic in a practice, it only makes sense that we, Anutra, help our platinum members continue to grow their patient base to help their practice become even more profitable."

Platinum members of Anutra are immediately eligible for the Podium offering and can contact Anutra for more information. Anutra will be subsidizing up to \$1,650 off the first year's subscription of Podium to eligible platinum members.

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