

# today



## When to embrace new technology

Dr. Homa Zedah talks about how he knew it was the right time to invest in Navident.

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## Giving thanks for oral surgeons

Mectron reaffirms its commitment to its customers and business partners.

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## Expanding beyond surgery

Advanced digital protocol helps you plan, place and restore more cases with maximum precision.

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# Ending the year right

By Aaron Rothkopf, *today* Staff

■ It may be frightful outside, but it sure is delightful inside the Sheraton Grand Chicago Riverwalk as the Windy City plays host to this year's American Association of Oral and Maxillofacial Surgeons' Annual Dental Implant Conference.

Hundreds of dental professionals are converging to see the latest technology and learn the latest implant techniques here at the 107th annual event. It's also your chance to network with colleagues from around the country and have your entire implant team see first-hand the latest innovative procedures.

More than 80 exhibitors will demonstrate and explain their implant devices, which will allow your team to get up close and experience the latest technology being used to make your patients visits more seamless and pain-free.



■ Dusk falls over the city of Chicago, which, for the next couple days, will be the site of AAOMS' Dental Implant Conference. (Photo/Matthew T. Rader, via Wikimedia Commons)

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## 2024-25 AAOMS officers and trustees announced

■ J. David Morrison, DMD, was introduced as the 2024-25 president of the American Association of Oral and Maxillofacial Surgeons (AAOMS) during its annual meeting in Orlando in September.

With AAOMS's other officers

and Board of Trustees, Dr. Morrison assumes leadership of the professional organization representing more than 9,000 oral and maxillofacial surgeons. Morrison, of Loveland, Ohio, previously served as AAOMS president-elect, vice president, Dis-

trict IV trustee and caucus chair as well as an AAOMS house delegate for more than 20 years and a member of multiple AAOMS committees.

"I am deeply honored to serve as the next president of the American Association of Oral and Maxillofacial Sur-

geons," Morrison said in his inaugural speech. "Our collective mission is to ensure the patients we serve receive the highest standard of care. We will continue to advance our specialty,

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There will be plenty of opportunity to earn continuing education credit at this year's event. More than 40 speakers from across the United States, Italy, Spain and Germany will be hosting informational classes and demonstrations. You can earn up to 12.75 C.E. credits.

Educational session materials will be available online. To access the materials, you will need your registration number displayed on your conference badge as well as your registration confirmation. You can also claim C.E. credit for sessions you attend via the mobile app or at [AAOMS.org/MyCE](http://AAOMS.org/MyCE).

Attendees at this year's Dental Implant Conference will have the chance to see more than 100 companies showcasing their latest products and services geared toward dental implants.

There will be a New Product Showcase for current companies and new exhibitors with AAOMS. All these companies will be set up in the exhibit hall.

The hours for the exhibit hall are from 9:15 a.m. to 6:15 p.m. Friday and from 9:15 a.m. to 1:30 p.m. Saturday. There will be several beverage breaks and a complimentary



• A frozen night in Chicago. (Photo/Skadelik, via Wikimedia Commons)

lunch while you have a chance to mingle with other attendees.

All information about this year's event can be found right at your fingertips. The Dental Implant

Conference Mobile App is available for Apple or Android devices by visiting the Apple App Store or Google Play from your device and searching for AAOMS Events.

**OFFICERS** \*from page 1

always keeping the well-being and safety of our patients at the forefront of all we do."

Morrison works as an associate professor of oral and maxillofacial surgery at the University of Cincinnati College of Medicine in Ohio and is a diplomate of the American Board of Oral and Maxillofacial Surgery (ABOMS). He has been president of the Ohio and Cincinnati Societies of Oral and Maxillofacial Surgeons, served as a director on the OMS Foundation Board and was a partner at Oral and Facial Surgery Associates in Cincinnati for more than 28 years.

He earned his doctor of dental medicine degree from the University of Kentucky College of Dentistry and completed his OMS training at the University of Texas Southwestern Medical Center/Parkland Memorial Hospital.

Morrison succeeds Mark A. Egbert, DDS, FACS, who will serve as immediate past president. Other 2024-25 officers elected by the House of Delegates are President-Elect Robert S. Clark, DMD; Vice President Charles A. Crago, DMD, MD, FACS; and Speaker of the House Steven R. Nelson, DDS, MS.

In addition, Julia R. Plevnia, DDS, FACS, joins the Board of Trustees, serving District V for a two-year term and replacing Crago. Trustees Gregory M. Ness, DDS, FACS, of District IV,

and Martin E. Eichner, DDS, of District II, were re-elected to two-year terms.

Clark, of Lexington, Ky., served as vice president for a year, AAOMS treasurer for four years and District III Trustee for four years. An ABOMS Diplomate, he served on the board's Oral Examination Committee for seven years and is a past president of the Kentucky Society of Oral and Maxillofacial Surgeons. Clark is a founding partner and board member of OMS360 in Cumming, Ga., and a partner with the Kentucky Center for Oral and Maxillofacial Surgery in Lexington.

Crago, of Deep River, Conn., served six years as District V trustee and in the AAOMS House of Delegates for more than 25 years. In addition, he was District V caucus chair and has served on a variety of AAOMS committees. He recently retired after 40 years in private practice and was most recently the managing partner of a seven-doctor, five-office oral and maxillofacial surgery practice that serves most of North Dakota. He served as president of the state societies of New Mexico and North Dakota, was president of the Southwest Society of Oral and Maxillofacial Surgeons and has been an ABOMS diplomate since 1988.

Plevnia, of Parker, Colo., has been a member of the AAOMS House of Delegates for more than a decade and most recently served as caucus chair in District V. Her career background

includes service in the U.S. Army, where she taught in oral and maxillofacial surgery programs at military hospitals in Washington, D.C., Washington and Colorado. After leaving the military, she became an owner, partner and practicing oral and maxillofacial surgeon with Dry Creek Oral Surgery in the Denver metro area. She is a fellow in the American College of Surgeons and the American College of Dentists and president of the Colorado Society of Oral and Maxillofacial Surgeons.

Nelson, of Denver, was elected to his 23rd term as speaker of the house and received AAOMS's Presidential Achievement Award in 2022. He is a member of the Rocky Mountain Hospital for Children's Cleft Palate and Craniofacial Center team and in private practice at Nelson & Wells Oral and Maxillofacial Surgery in Denver. He served on the board of the Colorado Dental Association and for many years was president for the Colorado Dental Lifeline Network where he remains an active volunteer.

Other trustees are Edward J. Miller, DMD, District I; Debra M. Sacco, DMD, MD, District III; and W. Frederick Stephens, DDS, District VI. The board also includes Treasurer Jeffrey H. Wallen, DDS, and Secretary/Executive Director Karin Wittich, CAE.

(Source: American Association of Oral and Maxillofacial Surgeons)

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# ‘Our underlying mission is to make customers’ lives easier’

■ We sit down with Bob Salvin, founder of Salvin Dental Specialties, to get his thoughts on how he started his company, how it’s been going and where it’s headed.

## Tell us about your background?

I grew up in Charlotte, N.C., worked in textile mills during the summers to pay for college and graduated from NC State University. My first real sales job was in the textile industry in New York City, where I worked in the Empire State Building.

## How did you get started?

It was 1981 and interest rates were 18 percent. I wanted to start my own business, and my criteria was something in health care and to have my own product line. I saw an opportunity to sell dental instruments “door-to-door” from the trunk of a really bad used car, and that business eventually became Salvin Dental.

## How did you get into implant dentistry?

I noticed that a few of my “door-to-door” customers were getting involved in implant dentistry, which was fairly new at the time. I was able to help them with instrumentation, and they suggested that I start going to courses where this was being taught.

I began traveling on weekends to implant courses all over the country, developed a product line and learned how to publish a catalog.

## What were your biggest challenges and how did you overcome them?

Other than no prior experience running a business, not having a dental background and running out of working capital the first month, I was fine. Ha! I had to work hard to keep the doors open.

The doctors I was calling on quickly figured out that I didn’t know what I was doing but knew that I was starting my own business and helped me by inviting me to see procedures. I had other friends who had also started businesses. ... We learned from each other.

## Tell us about ‘Everything For The Implant Practice But The Implants.’

I could not compete with the implant companies with large sales teams. At that time, it was just me. My entrepre-



• Bob Salvin, founder of Salvin Dental Specialties. (Photo/Provided by Salvin Dental Specialties)

neurial brainstorm turned out to be to not get into the implant business, and I was able to develop a product line that was universally received across every large company’s best customers.

## What about continuing education?

I’ve always been a lifelong learner and have been fortunate to be able to take multiple continuing education courses in implant dentistry and oral surgery.

From a business perspective, my breakthrough experiences have come from the Strategic Coach Program in Chicago and the Center For Creative Leadership.

## What are your hobbies?

I’ve always been interested in pho-

tography and have learned how to do product photography, eventually taking all of the product photos for our catalog. I tell people that I collect “kinetic sculptures” which translates into classic cars, most notably older Porsches, and work on them in my garage.

## What drives new products at Salvin Dental?

Continuing investment, even if it makes our older products obsolete. Our underlying mission is to make our customers’ lives easier and to improve their surgical outcomes. And we’ve been fortunate to have been given access to new and innovative technologies for which we’ve secured FDA approval for oral surgery applications.

## Here in Chicago

To learn more about Salvin Dental Specialties and how it can make your life easier, stop by booth No. 316 or visit [www.salvin.com](http://www.salvin.com).

## What has driven your management style and culture?

Short answer is to make it easy for others to succeed. Start with significant goals – both short and long range. Then combine those with a fair and achievable compensation plan, and most importantly, be sure to give our people the products and tools they need to achieve those goals. Best lesson is that providing opportunity for others is always the best investment!

## What are you most proud of?

We’ve gone from the trunk of a really bad used car to becoming a global company. I’m an Ernst & Young Entrepreneur of The Year Award Winner and have just been inducted into the Carolinas Entrepreneur Hall of Fame. However, without a doubt, I am most proud of the leadership and sales teams at Salvin Dental. I could not have had two better partners than William Simmons and Greg Slayton, who now lead the company.

Our sales and operations managers are world class, leading and our sales people are terrific. While every day has not been perfect, it has been very gratifying to work with my team and watch them grow and succeed.

## I understand that you have just retired. What’s next?

I’ve had a wonderful career and my new “job” is doing something interesting and learning something new every day. I serve on and have taken a leadership role in a number of boards. We live across from a university and have signed up for almost every cultural and educational opportunity they offer. We’ve been very fortunate and are now investing both time and resources in our own community, specifically in the arts, education and entrepreneurial programs.

## What’s next for Salvin Dental?

Lots of new products in our pipeline! Our newest venture is an expansion into pharmaceuticals for anesthesia. We are continuing to expand our expert sales team.



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=MMEVO

2 IN 1

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MORE INFORMATION

# Navident+MicronMapper EVO in clinical practice with Dr. Homa Zadeh

Jason Pardo, ClaroNav Dental's president, discusses the new technology with Zadeh, a world-renowned periodontist and educator at the Vista Institute in Woodland Hills, Calif.

By Jason Pardo, ClaroNav Dental

**Dr. Zadeh, we started speaking about Navident eight years ago, and at that time you decided not to move forward with a purchase. Last year you tried Navident EVO and decided to adopt it in your practice. What changed?**

Thank you for your question. It's important not to be an early adopter just for the sake of it, but to embrace new technology when it genuinely improves clinical outcomes.

For instance, the advancements we now see in implant planning and placement, as well as the use of photogrammetry for complex implant restorations, have been game changers. Recognizing their benefits, I quickly integrated them into my routine clinical practice.

**How has the adoption of Navident+MicronMapper EVO made a difference for your patients?**

The introduction of a system combining navigation with true photogrammetry was a game changer. While each technology — navigation and photogrammetry — has significant standalone applications, their combination offers even greater potential.

Previously, we used photogrammetry, but the process was cumbersome. It required holding the device with both hands and moving around the patient to capture the implant positions. The ability to now use the camera freehand and simply guide the patient's position has made the workflow much more clinician friendly. This innovation allows the same device to be used seamlessly for both surgical and restorative purposes."



• Dr. Homa Zadeh uses the Navident+MicronMapper EVO in his clinical practice. (Photos/Provided by ClaroNav)

**You offer a wide variety of expert services at your clinic; can you share some of the procedures where you utilize Navident EVO?**

The routine application of this technology is in implant placement, even for single implants. When you explain its benefits to patients, they find it highly appealing. It not only sets you apart from other clinicians but also instills confidence that their treatment is being performed at the highest standard.

This technology is fantastic for a wide range of cases, whether it's single, multiple, full-arch implants

or immediate implants in extraction sockets. I find it especially useful for the socket shield technique, where its precision is invaluable.

It's also highly effective in sinus augmentations using piezo — both transcrestal and lateral window approaches — alveolectomies for full-arch cases and even molar root amputations. Once you start using this technology, you'll discover even more applications that can seamlessly integrate into your clinical practice."

**Thank you for your time and detailed insights!**

## Here in Chicago

To learn more about ClaroNav's Navident+MicronMapper EVO, stop by booth No. 708. You can also go online to [www.claronav.com](http://www.claronav.com).



Visit Us In CHICAGO At Booth #316

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# Mectron gives thanks

By Mectron Staff

■ In the spirit of Thanksgiving and the holiday season, it seems appropriate to take this opportunity and give thanks for the many oral surgeons and other valued business partners who have allowed us to enter their private practices and hospital O.R.s with our technology.

We greatly appreciate the trust you have placed in our brand and our team, and we will strive to continue earning that trust in the coming years.

In order to keep earning your trust, it is important that we reiterate our commitment to our customers and business partners. Mectron North America (formerly Piezosurgery, Inc.) takes great pride in providing excellent support and service.

With this in mind, our team is dedicated to ensuring your ongoing success with PIEZOSURGERY. If you have questions regarding surgical applications or insert selections, our team of product specialists are available to assist. We also offer on-site in-service training for your team, which provides you with the support you need to protect your investment in this technology.

This support is not limited to your private practice with our outpatient dental devices but also with our medical devices in hospital institutions for PIEZOSURGERY Medical Plus. For inquiries regarding in-service support, please contact us at [info@mectron.us](mailto:info@mectron.us) or call (614) 459-4922.

Also, visit our website, [www.mectron.us](http://www.mectron.us), for more information on PIEZOSURGERY device options.

The Mectron North America Technical Support team provides technical service and repairs for Mectron equipment and accessories in Hilliard, Ohio. We provide full-service support, which includes insert inspections, handpiece repairs and PIEZOSURGERY device inspections and repair.

Most service and repairs can be completed within 48 hours, and it is our pleasure to support you. If you require technical support, please contact us at [info@mectron.us](mailto:info@mectron.us) or call (614) 459-4922.

Finally, we aim to be your partner in innovation and want to invite you to explore our new fifth generation dental outpatient device, MT-Bone, which incorporates an optimized PIEZOSURGERY module with increased cutting efficiency plus the addition of our newest technology, PIEZODRILL. This combination of technologies in one device offers our



• The Piezosurgery Touch (Photos/Provided by Mectron North America)



• The Piezosurgery Plus.

valued customers like you a complete surgical solution, which we have termed PiezoSynergy.

This new device has been particularly well received among oral and maxillofacial surgeons, so we encourage you to contact your local dental product specialist and request

a demonstration at your convenience ([info@mectron.us](mailto:info@mectron.us)).

We value your feedback and want to hear your thoughts on how we can further improve and develop this technology to serve your surgical needs. The innovation will continue with your input and foresight of



• The MT-Bone.

## Here in Chicago

To learn more about Mectron and its new complete surgical solution, PiezoSynergy, stop by booth No. 507.

what is needed to improve surgical outcomes.

Thank you again for working with us over the last 20 years in the United States and Canada! We value your business and your trust and are committed to being your partner in surgical success for years to come. With heartfelt thanks, have a wonderful holiday season!



# X-Nav leads again as the power of navigated photogrammetry goes global

By X-Nav Technologies Staff

■ It's an exciting time in digital dentistry now that X-Guide Navigation technology is expanding beyond surgery so clinicians can achieve more predictable restorative workflows, too.

With the introduction of FastMap Navigated Photogrammetry from X-Nav Technologies, you can maximize surgical and restorative precision and efficiency of full-arch cases using a single device, the X-Guide.

## X-Guide, the platform for surgical success

The X-Guide Navigation System is used every day by clinicians around the world (in more than 55 countries) to provide real-time guidance of implant position, angle and depth to improve surgical accuracy.

Benefits include enhanced surgical control and the opportunity for minimally invasive procedures with optimal outcomes. With X-Guide, you can place implants exactly where you planned them.

## The power of AI for X-Guide

Thanks to the new IconiX AI platform, X-Guide workflows are faster and easier than ever.

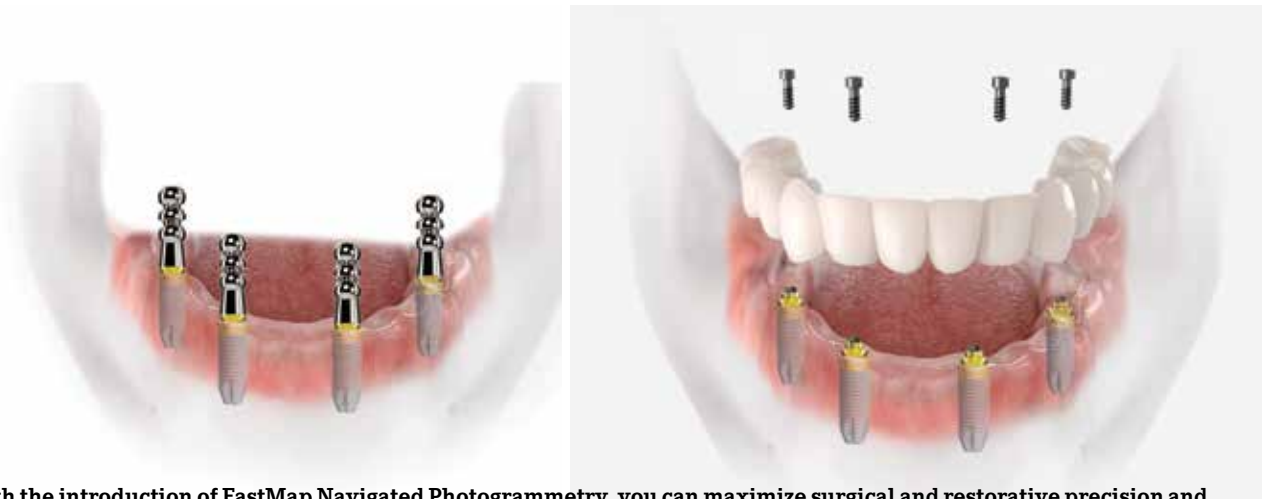
IconiX AI acceleration is perfect for those looking to save time and enhance productivity with treatment planning and X-Guide navigated surgery. Better visualization of anatomy can also unlock more treatment options in your practice.

## FastMap Navigated Photogrammetry for conversion-less, passive fit provisionals

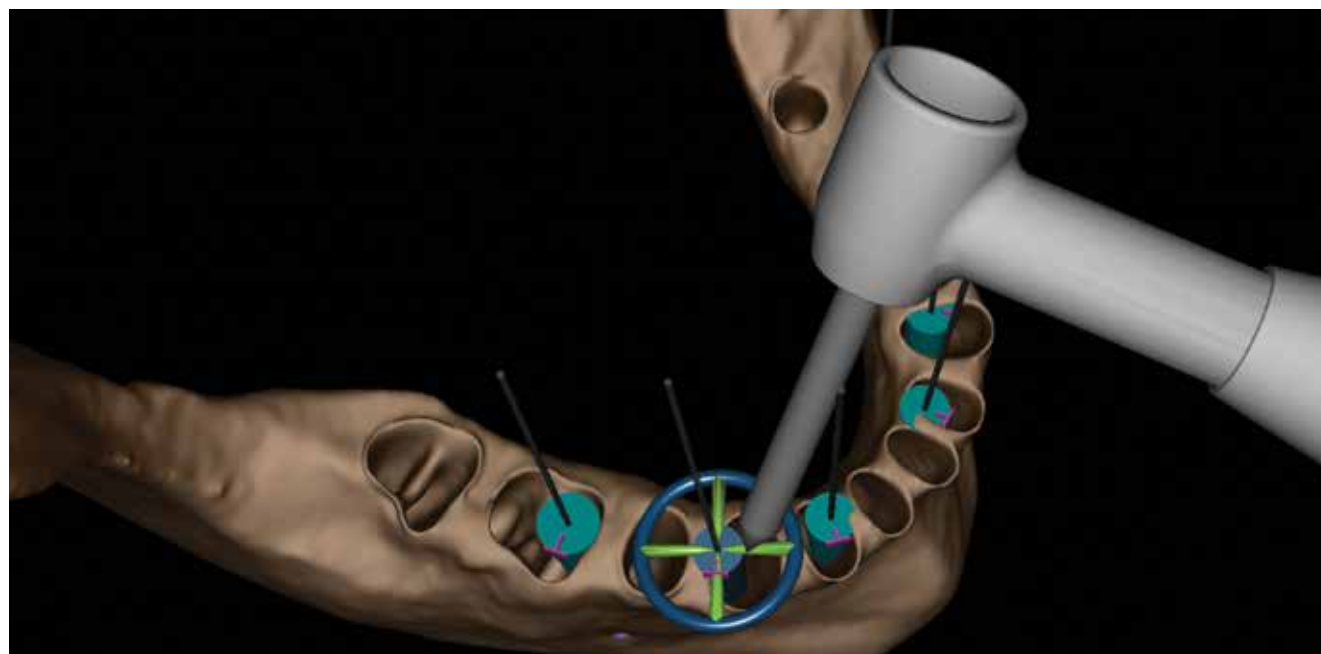
Take the next step with X-Guide to achieve remarkably more efficient prosthetic workflows by capturing the final implant positions with FastMap Navigated Photogrammetry to finalize provisional designs and send highly accurate data to labs, 3-D printers and mills with an easy open export feature.

X-Guide's FastMap brings a higher level of efficiency and accuracy to the prosthetic workflow because, unlike "basic" photogrammetry, FastMap Navigated Photogrammetry uses AI power to automatically map the exact final implant positions back to patient anatomy to save time and enhance prosthetic design – no need to surgically place fiducial markers and no extra IOS scan steps.

FastMap can also perform "basic



• With the introduction of FastMap Navigated Photogrammetry, you can maximize surgical and restorative precision and efficiency of full-arch cases using a single device, the X-Guide. (Photos/Provided by X-Nav Technologies)



• Above and below, the new IconiX AI platform is perfect for those looking to save time and enhance productivity.

## Here in Chicago

Start your navigation journey and learn more about X-Guide, IconiX AI and FastMap Navigated Photogrammetry when you stop by the X-Nav Technologies booth, No. 116.

photogrammetry" for final provisionals or when implants have shifted during the healing process.

Now you can plan, place and restore more cases with maximum precision and efficiency with X-Guide. Visit X-Nav at booth No. 116 to learn more about X-Guide, IconiX AI and FastMap Navigated Photogrammetry.

As Prof. Alessandro Pozzi of Italy said, "FastMap is bringing immediate loading into the future. It's the most advanced digital protocol for taking intra surgery impression of final abutment positions."

