

today



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The place to be on Feb. 22 is at Oral Health America's 27th Annual Gala & Benefit.

»page 6



The presents are on them

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»page 50

Greater again

92nd GNYDM keeps pace with ever-expanding dental profession

By *today* Staff

■ North America's biggest dental meeting has long held that status in part through a commitment to developing timely new learning tracks within its extensive base of educational offerings. This year's Greater New York Dental Meeting is no exception, with two key additions: a full-day International Diabetes Symposium and a multi-day Sleep Apnea Conference.

*see GREATER, page 3



Attendees stroll through the Javitz Center during the 2015 Greater New York Dental Meeting. (Photo/*today* file photo)

Making history

Dr. Lauro Medrano-Saldaña named first Hispanic chairman of the Greater New York Dental Meeting

By **Javier de Pisón,**
Dental Tribune Latin America

■ Renowned Puerto Rican dentist Dr. Lauro Medrano-Saldaña was elected chairman of the Greater New York Dental Meeting (GNYDM), the largest dental congress and exhibition in the United States with more than 54,000 attendees every year. Medrano-Saldaña will become the

first Hispanic chairman in the 92 year-old history of the meeting.

As outreach chairman, Medrano-Saldaña has played a key role in expanding international participation at the meeting, which has resulted in the overall growth of the event.

Starting in 2017, Dr. Medrano-Saldaña will be general chairman.

*see HISTORY, page 4

AD



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today Greater New York Dental Meeting Show Dailies Vol. 11 appear during the Greater New York Dental Meeting in New York City, Nov. 27 to Nov. 30, 2016.

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• Lou Graham, DDS, on far left, provides additional details about ceramic restorations as Foroud Hakim, DDS, completes a restorative procedure on the patient during 'A Practical Approach to Modern Ceramic Restorations – A Live Demonstration' on the live dentistry stage in the 2015 GNYDM exhibit hall. (Photo/today file photo)

GREATER *from page 1*

The new additions complement a growing list of virtual sub-conferences, including: the third annual World Implant Expo, the second annual Global Orthodontic Conference, the second annual International Oral Cancer Symposium, a four-day Invisalign Expo, a dental-laboratory education track, four days of dental hygienist programs and four days of programs for dental assistants.

The more than 300 GNYDM scientific seminars, hands-on workshops, essays, scientific poster sessions and "learn and lunch" programs, feature some of the world's most respected dental educators.

And, perhaps at the heart of it all, the expansive four-day exhibit hall attracts exhibitors and attendees from across the globe. Exhibit hall hours are 9:30 a.m. to 5:30 p.m. today through Tuesday and 9:30 a.m. to 5 p.m. on Wednesday.

'Special German Show' in exhibit hall

As today's opening day of the four-day exhibit hall reveals, there's also always something new on the GNYDM exhibition floor.

In recognition of the 100th anniversary of the Association of German Dental Manufacturers, dental technology from Germany is being highlighted in a designated area of the hall, anchored at booth No. 1313 and stretching across four aisles nearby.

Encompassing nearly 10,000 square feet, the "German Pavilion" features more than 40 German exhibitors with products and services covering all of dentistry and dental technology.

A highlight is an interactive, futuristic science lab on innovation and research that provides insight into state-of-the-art laboratory technologies and practice. The German show is presented by the German Federal Ministry for Economic Affairs and Energy (booth No. 1313).

Live dentistry

Another exhibit hall highlight is the live dentistry arena, featuring a full schedule throughout all four days of exhibits.

On the live-dentistry stage today: "Maximize the Use of Composite Resin Materials to Grow Your Practice," with Brian Harris, DDS; "Taking the Ordinary to Extraordinary: A Fresh Take on Routine Procedures," with Ron Kaminer, DDS, and Franklin Shull, DMD; and "Successful Options for In-Office Whitening," with Gerard Kugel, DMD, PhD.

More sessions are scheduled for tomorrow, Tuesday and Wednesday. Attending a live dentistry session can be worth three C.E. units.

Sleep apnea sessions

The 2016 Sleep Apnea Conference features full-day, hands-on workshops today through Tuesday and a half-day session on Wednesday. "The Keys to Successful Treatment on Snoring and Obstructive Sleep Apnea (OSA)" is today (repeating yesterday's session). "Fundamentals of Dental Sleep Medicine" runs all-day Monday and repeats on Tuesday. Presenters include Leila Chahine, DMD, Jonathan A. Park, DDS, and Ian D. Weir, DO.

A half-day session Wednesday morning, "Sleepy Kids: Time for Action," will be presented by Stephen

Carstensen, DDS. Registrations are required.

Full-day diabetes program

The International Diabetes Symposium, ran all-day on Saturday, geared toward the entire patient-care team: dental professionals as well as the physicians and nurses at the core of comprehensive treatment strategies. "Diabetes Teamwork: Collaboration, Coordination and Control" covered: recent trends in disease progression; current tests, methods and disease indicators; different treatment options and common side effects of each drug; current research on impact of diet, nutrition and exercise; reasons for non-adherence; and appropriate interventions to improve patient outcomes.

Download the GNYDM app

To figure out your days ahead, be sure to download the GNYDM 2016 mobile app. The app's planning tools include a comprehensive search engine and interactive map to make it easy to find companies, discover products, navigate the show floor and stay up-to-date with meeting-related news and events.

The app will enable you to access the scientific programs, handouts and room locations to plan your attendance. You can note favorite sessions to create a personal schedule and add notes to a session in advance or in real time – or map out your day in the exhibit hall by highlighting which pavilions you want to visit.

You also can check shuttle schedules and learn about nearby city sights to visit – always a worthy addition to everyone's GNYDM experience.

HISTORY *from page 1

elect, after which he will assume his two-year mandate (2018-2019) as general chairman. After that, through 2020, he will work as advisor to the new general chairman.

The official Sept. 13 election announcement marked a before-and-after in American dentistry. After many years of hard work, Medrano-Saldaña broke a major ethnic barrier in the dental field, and his appointment will have a profound impact. His election was widely praised in the United States, Latin America and even Europe.

"This is the culmination of a great effort and very hard work," Medrano-Saldaña said to Dental Tribune Latin America. "I think I'm breaking barriers and opening doors for other Hispanic dental practitioners who aspire to leadership positions."

Asked about his plans for the largest dental meeting in the United States, Medrano-Saldaña said he has three main goals.

"My No. 1 goal is to reach 60,000 attendees at the meeting. The second is to strengthen our partnerships with international dental organizations, and the third goal is to produce the first Spanish-language Live Dentistry Arena," he said, referring to one of the meeting's main features. The Live Dentistry Arena is a 450-seat high-tech demonstration area on live patients that offers revolutionary concepts in treatment.

International participation is of such importance to GNYDM that Medrano-Saldaña will retain his position as global outreach director.

"At this moment, 51 percent of registered dentists for the 2016 meeting are foreign professionals, mainly from Latin America," he said.

Background and praise

Born and raised in Río Piedras, Puerto Rico, Medrano-Saldaña moved to New York in 1991 and has been in private practice since 1995 in Brooklyn, where he runs Sunset Pediatric Dentistry.

In 1997, he worked as faculty professor at the Metropolitan Hospital and in 1998 was appointed attending doctor of pediatric dentistry at NYU Lutheran Medical Center.

A past president of the Second District (Brooklyn) of the NY State Dental Association (NYSDA), he is a delegate of NYSDA as well as of the American Dental Association, where he is a member of the Council on Government Affairs.

At the Greater New York Dental Meeting, Medrano-Saldaña has been a decisive force in reaching to international attendees, especially from Latin American countries.

As a result of his efforts, the meeting now offers a five-day program in Spanish, in addition to several days of lectures in Portuguese, French, Russian and Chinese, among other languages.

Dr. Steven Gournades, speaker of the house at NYSDA, who has known Medrano for more than 20 years, said: "There is nobody more capable than



President-elect Dr. Lauro Medrano-Saldaña has a proven track record of increasing international participation at the Greater New York Dental Meeting. (Photo/Provided by Dental Tribune Latin America)

'Medrano-Saldaña also has a desire in him to do something to make a difference in society. I'm not surprised by his election. He will do a wonderful job as chairman, and reach to many communities, not only in New York but globally. He wants to expand the scope of dentistry globally. He is the right man, in the right place and will do the right job.'

— Dr. Chad Gehani, ADA trustee and past NY State Dental Association president

him to take on the immense responsibilities of the meeting. He is respected all over the country and all over the world. He is effective, sincere and gets things done. I have no doubt that he's going to take the meeting to the highest levels. He's an example for anyone to emulate. We will benefit from his experience and expertise."

Dr. Chad Gehani, ADA trustee and past NYSDA president, said he has known Medrano-Saldaña since he was a dental student in New York in the early '90s.

"He has always shown the potential to be the leader of the community," he said. "He also has a desire in him to do something to make a difference in society. I'm not surprised by his election. He will do a wonderful job as chairman, and reach to many communities, not only in New York but globally. He wants to expand the scope of dentistry globally. He is the right man, in the right place and will do the right job."

Dr. Anthony Di Mango, senior vice president, chief of dentistry, and co-director of oral and maxillofacial surgery at NYU Lutheran, said that Medrano-Saldaña "is a wonderful person, smart, meticulous, and knows what he is doing. He will be a

great chairman of GNYDM."

"Here represents the epitome of a true caring professional, who relentlessly gives much of his time to provide pro bono work to the needy, volunteers to improve his own association at all levels and always pursues serving the public through access of care. It's a privilege to have such a friend," said Dr. Anthony E. Chillura, director of dental risk management at Allied Protector Plans.

Dr. James Sconzo, general practice residency director and trustee, NYSDA, said Medrano-Saldaña has done a fantastic job over the years.

"He's an asset to GNYDM and to New York dentistry. He does it out of his heart, and I want to thank him for what he does for dentistry. He has already changed the diversity makeup at ADA and GNYDM, which is why we now have programs in different languages" at the meeting.

Latin America celebrates

Medrano-Saldaña's election as GNYDM chairman was praised throughout Latin America as well, where he has become a leader known for helping dental colleges and associations improve ties with American dentistry.

"There is nobody better than Lauro for the position of chairman," said Dr. Víctor Guerrero Reynoso, president of the congress of the Mexican Dental Association.

"He is a born leader. He has national and international experience, a positive mind and the ability to solve problems."

The former president of the Dental College of Peru, Dr. Juan Enrique Bazán, said the election is a recognition that "the great investments made by Dr. Medrano-Saldaña to help Latin America dental associations have paid off in increased attendance to GNYDM."

Dr. Enrique Jadad, an international speaker and researcher based in Colombia, said that "Lauro is a leader who has worked tirelessly for world dentistry for many years," and that "his appointment will reinforce the resolve of Latin American dentists to be a part of the Greater New York Dental Meeting."

The well-known Argentinean researcher and professor, Dr. Eduardo Ceccotti, said from Buenos Aires that the election represents a personal and professional triumph for Medrano-Saldaña, whose long history of accomplishments bodes well for dentistry.

The president of the Argentina-based educational association ROCA, Dr. Melania González y Rivas, added that "the high professional standards of Dr. Medrano-Saldaña ensures a successful tenure as chairman."

From Spain, founder and director of the Barcelona-based Advanced School in Implant Dentistry (ESI Barcelona), Dr. Sergio Cacciaccane, who frequently works with AAID, NYU and Loma Linda University, said he has been "a witness to Dr. Medrano-Saldaña's hard work, and he has the support of all ESI Schools in Spain and Latin America."



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Plan now to attend OHA's 27th Annual Gala & Benefit

■ Oral health will take center stage at Oral Health America's 27th Annual Gala & Benefit, being held Feb. 22 at the Navy Pier in Chicago, prior to the opening of the Chicago Midwinter Meeting.

Join an array of industry professionals as Oral Health America puts the spotlight on access, education and advocacy to support OHA's mission of improving overall health through better oral health for all Americans, especially those most vulnerable.

After all, according to the OHA, "you're never fully dressed without a smile."

The 27th Annual Gala & Benefit will start at 5:30 p.m. with a cocktail reception in the Lakeview Terrace at Navy Pier. Dinner and the program will continue in Navy Pier's Aon Grand Ballroom at 7:30 p.m. Highlights of the evening are set to be a



(Photo/Provided by Oral Health America)

raffle, silent auction, bid for the cause and dancing. Black tie is optional.

For more information, please visit oralhealthamerica.org/gala.

Fall For Smiles

OHA is engaging all Americans about the importance of good oral health as part of its annual public awareness campaign, Fall for Smiles.

Oral Health America's Fall for Smiles campaign, which focuses on the oral health of families, encourages everyone to spread the word about the positive effects of daily brushing and flossing, regular dental visits, eating a healthy diet and avoiding tobacco products.

Septodont supports Fall for Smiles with a downloadable brushing chart to help families talk about the importance of toothbrushing.

Other free downloadable resources include an interactive quiz, a coloring sheet and tips for the whole family.

Learn more about Fall for Smiles at oralhealthamerica.org/fallforsmiles.

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'Made for dentistry'

An interview with Dr. Sammy R. Bryan of Bryan Orthodontics in Huntsville, Texas

By Anna Kataoka, Shofu Dental

■ The right camera is a versatile, easily operated instrument that can be used by the whole team to improve practice efficiency, clinical accuracy and patient acceptance.

Packed with intuitive, cutting-edge functions tailored specifically for dentistry, the EyeSpecial C-II helps the clinicians meet the varied needs in their practices.

Dr. Sammy R. Bryan from Bryan Orthodontics in Huntsville, Texas, is an early adopter of this new technology.

Today, he shares his experience with incorporating the EyeSpecial C-II into his successful orthodontic and dentofacial orthopedic practice.

What was your first experience with clinical photography? When did the journey begin?

While in my orthodontic residency, I had the opportunity to incorporate patient photography in all of my cases. I found that having the appropriate camera is vital to documenting cases.

Later, after I had been in private practice for a few years, digital cameras were introduced, and that new technology allowed us to instantly view pictures on the camera screen, which meant we no longer had to wait for film to be developed.

There are many other advantages of a digital camera, such as incorporating photos into every day correspondence with other dentists, patients and insurance companies.

Could you describe the photography work flow in your practice?

We take photographs of every patient who is ready to start treatment. The initial records include a full series of facial and intraoral photos, appropriate radiographs, iTero scans and plaster models as needed. We also take photos during treatment to monitor progress.

Finally, we take another set of photographs at the end of the treatment after appliances have been removed. All of our captured images are transferred from our camera via an SD card to our OrthoTrac software.

Do you also utilize a digital camera for patient communication and education, specifically to improve the consent and compliance?

Absolutely! Photographs are immensely helpful when I discuss



• Fig. 1: Full orthodontic photo series achieved with the EyeSpecial C-II digital camera from Shofu. (Photos/Provided by Dr. Sammy R. Bryan)



• Fig. 2: The clinical team at Bryan Orthodontics, from left, Myosha (clinical assistant and lab coordinator), Ann (clinical assistant and inventory coordinator), Alex (scheduling coordinator), Kody (financial coordinator), Dr. Bryan (founder, Bryan Orthodontics), Dana (treatment and marketing coordinator), Mindy (clinical assistant) and Naomi (clinical assistant and records coordinator).

with the patient a proposed treatment plan or underscore the need for compliance.

Showing patients and/or their parents large, clear, crisp photographs of the problematic areas makes a notable visual impression.

For even a greater impact, especially with patients exhibiting very poor oral hygiene, we often transpose the camera images to a 55-inch display to further emphasize the areas of concern and to ensure the patient visually grasps the gravity of the situation.

What camera(s) do you utilize to take clinical photographs? Do you have different cameras for a specific type of photography?

Until recently, we used Kodak's EasyShare DX7590 to meet all our clinical photography needs. However, in May 2016, we acquired the EyeSpecial C-II and since then have incorporated this

camera into our everyday clinical practice.

What do you like about this new camera? Are there any specific features that stand out?

The EyeSpecial C-II camera from Shofu has many qualities that have remarkably improved the process of taking clinical photographs in our practice.

This camera is lightweight, allowing for one-hand operation while holding a cheek retractor or a mirror with the other hand. It has pre-set modes for the types of images that we take in our practice, making the photography-taking process predictable and easy to achieve for everyone.

The camera's pressure-sensitive touchscreen is large, and it can be navigated with a gloved hand. The motion-stabilization feature and the gridlines are very helpful in obtaining clear images almost every time. My team finds the EyeSpecial C-II camera to be efficient and very easy to work with.

How does this new camera deal with the compliance to infection-control protocols?

Since the EyeSpecial C-II camera is water- and chemical-resistant, we are able to maintain recommended infection-control compliance utilizing our normal surface-disinfecting wipes.

Are there any challenges associated with utilizing the EyeSpecial C-II camera? If so, are they camera-related? Operator-related? Patient-related?

With the new camera, the few challenges we experienced were found to be operator-related. Initially we had an issue with the camera screen occasionally freezing up, requiring the camera to be turned off then back

Here in New York

To learn more about the EyeSpecial C-II digital camera, stop by the Shofu booth, No. 4408.

About the doctor



Sammy R. Bryan, DDS, PA, is the founder of Bryan Orthodontics, a full-time orthodontic and dentofacial orthopedic practice in Huntsville, Texas. He graduated from the University of Texas Dental School at Houston. After practicing general dentistry for several years, Bryan returned to his alma mater to complete the graduate orthodontic program and receive his orthodontic certification. He is an active member of several professional organizations, including American Association of Orthodontists, Texas Orthodontic Association (past president), American Dental Association, Texas Dental Association and International College of Dentists. He was a Texas Dentist of the Year Nominee in 2015.

on to fix the problem, but that turned out to be a problem with our SD card.

Overall, the EyeSpecial C-II camera has been very easy for our staff to use and has definitely improved the quality of our clinical photographs. In our practice, we have a records technician who is in charge of taking most of the clinical images, but with the new camera and its ease of navigation, other clinical staff are also capable of and do take quality photographs.

Do you have any advice for dentists looking to adopt a smart digital camera technology into their practices?

I recommend anyone looking for a new camera for intraoral and facial photography to consider the EyeSpecial C-II. Even though, just like with every new technology, there is usually an initial learning curve, with a little instruction, the implementation soon becomes very easy.

The major advantage of the EyeSpecial C-II is the camera is made for dentistry. It is user friendly and lightweight, which my team really appreciates, and it consistently produces great results.

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