

DAILY AT YANKEE!

# DENTAL TRIBUNE

The World's Dental Newspaper · U.S. Edition

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## FRIDAY IN PICTURES

Stuffed animals, sports stars and a whole lot of candy find their way to the exhibit hall.

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## IT'S AN ENDO WORLD

Endodontists, take the plunge: The world of CBCT and implant surgery can be yours.

► page 7



## BEYOND THE NORM

Six ways you can take the oral health of your patients to an entirely different level.

► page 9



# New products rain down



Immediately after Dr. Michael Boschetti (not shown) and Dr. Lawrence Miller's (not shown) 'Live Guided Surgery' lecture on Friday, the patient underwent the finishing touches of her treatment as attendees trickled up to the stage to ask questions.. Photos/Robin Goodman, Dental Tribune

*There's one more day to stock up on deals*

By Robin Goodman, Dental Tribune

Friday's constant rain gave Yankee attendees ample reason to get lost among the educational lectures or the aisles of the exhibit floor, but one hardly needs an excuse when such a variety is offered in one place.

If sitting in a lecture hall sounds a bit stuffy, one could head over to the Live Dentistry Arena and get wrapped up in Dr. Michael Boschetti and Dr. Lawrence Miller's presentation of "Live Guided Surgery."

However, it is certainly worth braving a windowless room when Dr. L. Stephen Buchanan is lecturing all day. His Friday morning lecture covered "The Art of Endodontics: Anesthesia and Negotiation," while in the afternoon, he touched upon "The Art of Endodontics: Shaping, Cleaning and Obturation."

For those who want to lose themselves

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## Education on the floor

If you think your educational options here at the 2012 Yankee Dental Congress are limited to the classroom, think again. There are also many free courses available on the exhibit hall floor.

One of those options is the live dentistry session, "Laser Periodontitis Treatment," taking place from 1-3 p.m. in the Live Dentistry Theater. Charles Braga, DMD, will perform a Lanap surgery and explain why this protocol should be considered.

Another free course is Richard Hargrave's "Internet Marketing Strategies and Google Workshop for Dentists," from 1-3 p.m. in Exhibit Hall Classroom F. Learn new ways to use the web to your advantage.



Macey Bernards, left, and Jeff Cook of Curve Dental before Cook's lecture on the exhibit hall floor. Photo/Robin Goodman, Dental Tribune

For a full listing of courses being offered today, check out the official Yankee Dental Congress program.

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If you want a freebie that will certainly come in handy, stop by the Accurate Manufacturing booth (No. 1235) to snap up one of the gel packs. The packs can be personalized with your office information.

#### ← PRODUCTS, Page 1

on the exhibit hall floor, there is no shortage of good deals and worthwhile information to be found. For example, DrQuickLook allows your patients to see exactly what you're seeing in their mouths, which can help them understand and more readily accept the treatment you prescribe. The intraoral dental viewer is the result of Dr. Robert F. Clark's 15-year search for such a device until he finally decided to create it himself. With no cords linking you to a computer, the viewer will likely help build patients' trust in your work as it goes beyond full disclosure by allowing clinicians to provide patients with an image during every stage of the work needed. Stop by booth No. 1246 for more information.

There are plenty of freebies to be found on the exhibit hall floor. How about getting one that has a practical application? Accurate Manufacturing's gel packs come in a variety of sizes and can be personalized with your office's information. New at Yankee is Patches the Penguin, who is one among five "Happy Healers" gel packs to be produced (the rest will debut in February). Visit booth No. 1235 for more detailed information and to get your gel pack sample.

Over at the Dentegra booth (No. 1434), Colleen Moore can explain all about the company's dental insurance, which is being designed for dentists by dentists. Right now, you can get in on the ground floor as a charter member to help the company create the dental plan with the treating dentist in mind. The company connects dentists with stable, local patient populations under desirable fee-for-service coverage.

Finally, don't forget those outside edges of the exhibit hall because that is where nice surprises are waiting for you. At the New York Times booth (No. 232), the offer is 50 percent off home delivery of the Sunday paper, plus all digital access for free.

If you sign up during the show, you can take your pick from among a variety of gifts, such as a \$25 AMEX gift card, a travel mug, tote bags, a throw blanket or an umbrella.

The exhibit hall is open from 9:30 a.m. to 4:30 p.m. today so there is still time to fit it all in if you run out of time.



Dr. Robert F. Clark, president of DrQuickLook (booth No. 1246), is also the inventor of the intraoral dental viewer he kept looking to buy for the last 15 years but could never find. Get a free box of 50 sheaths (a \$79 value) if you purchase a DrQuickLook device during the show.



At the Dentegra Insurance Company booth (No. 1434), Colleen Moore shows off the voluminous nylon bag you can score just for stopping by to get information about the company's national PPO program.



Christopher McGrail has a deal for you at the New York Times booth (No. 232). For signing up to get the paper, you can take your pick of a \$25 AMEX gift card, a travel mug, tote bags, a throw blanket or an umbrella.

## DENTAL TRIBUNE

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*Dr. Patrick O'Brien, Fayetteville, NC  
November 2011 Lab Participant*

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*"I just took one of your CE Online courses and I wanted to let you know how impressed I am with your site. Because it was free, I expected that some material would be left out, but just the opposite was true! I gained information I was able to use in practice the very next day, and when I posted a question about the technique, I was amazed how quickly you responded. A really first-rate experience. Thank you!"*

*CE Online participant comment, December 2011*

# Scenes from Yankee



Randy Jaffe, from left, Amy Shebes and Shawn Silbor at the DentalVibe booth (No. 2217). The company offers a show special of \$100 off the purchase of a DentalVibe Injection Comfort System.



Ann O'Connor, left, and Victoria Carpenter at the Hu-Friedy press conference on Friday morning (booth No. 1016) where they discussed the Hu-Friedy Nevi® mascot's induction into the National Museum of Dentistry and the company's new Resin 8 Colors line of scalers and cures.



These ladies in lavender are hygienists Pamela Fischer-Jones, left, and Dawn Bearor. Bearor sports a purple Heat N Click shoulder pack over her shoulders.



Former New England Patriot and three-time Super Bowl champion Troy Brown signed autographs on Friday at the Glove Club booth (No. 1230).



Kim Burak and John Carleton were all smiles at the Henry Schein Dentrix corner (booth No. 2230) on Thursday.



Bridget McCabe, from left, Cate McLaughlin, Debbie Ahl and Anita Yen at the Tufts University booth (end of aisle 400/500).

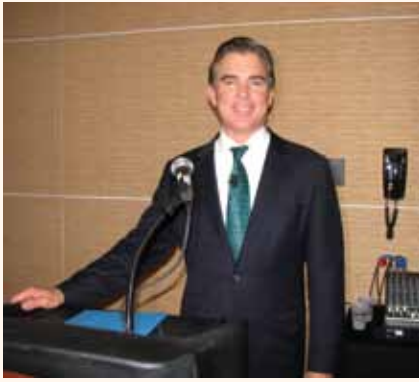
If you'd like to throw a few hoops in a peaceful corner of the exhibit hall, head over to the University of Connecticut booth (end of aisle 400/500) where Jason Giulietti and Jennifer Montoj will keep the basketballs coming your way as well as answer any questions you have about the university.



Student Tendai Guy finds the hand sanitizer spray on a string at the Medical Protective booth (No. 1718).



Sandra, right, of Designs by Sandra (booth No. 1146) buzzes about while suggesting different patterns for each customer to try out.



Dr. L. Stephen Buchanan before his Friday afternoon lecture on 'The Art of Endodontics: Shaping, Cleaning and Obturation.'



Hygienist E. Jane Crocker, from left, hygienist Ruthann Zamarro, Paula Morrison and hygienist Katherine Pelullo at the Hygienist Lounge, which is found at the end of the 2300/2400 aisle.



With ChaseHealthAdvance financing, everyone is a winner, says Gary Lockwood at the company's booth (No. 1719). Spin the wheel to walk away with a small prize (remember, you cannot lose!).



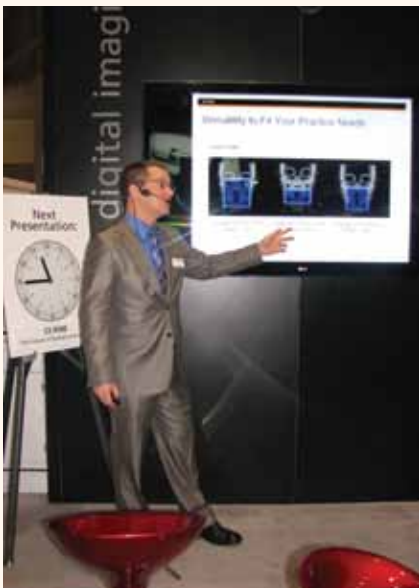
Candy at a dental meeting? You bet! The Candy Cottage (booth No. 1648) offers lots of sweet treats along with some sugar-free options and dental dog treats.



Jennifer Snodgrass, left, and Kathy Sukley at the Professional Protector Plan booth (No. 235).



Dr. Richard Hunsinger of Bethesda, Md., left, and Nathan Steel at the Officite booth (No. 2400) stop for a photo. Officite offers local online marketing for doctors.



Jordan Reiss speaks at the Carestream Dental booth (No. 2007).



An aerial view of Dr. Paul Feurstein as he lectures at the High-Tech Playground (booth No. 2634).



No, it's not a space invader from another planet. It's a very cool looking head form sporting a loupe at the Oroscoptic booth (No. 2022).

Photos/Robin Goodman, Dental Tribune



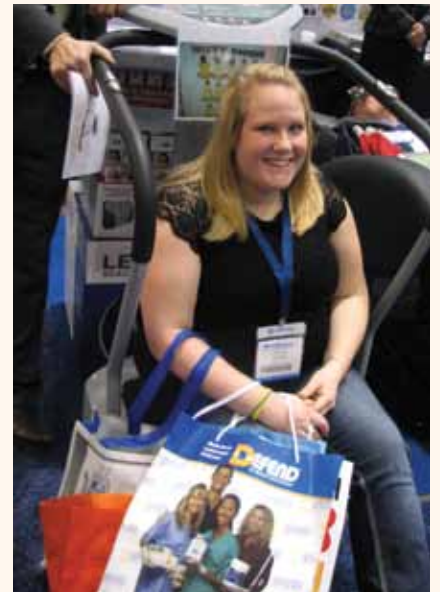
Max Murphy at CarieScan (No. 1739) tells an attendee about the company's products.



Janie Wright, RDH, at the Preventech booth (No. 2013) with the free stuffed pig you'll get if you order four or more boxes of NEXT Prophy Paste.




Betty Thomasson, left, and Marcy Buckler at the VELscope-LED Dental booth (No. 2030).



Just 10 minutes a day on this machine by ACIGI Relaxation/Fujiiryoki (booth No. 1730) is supposed to whip your derriere into shape. Dental assistant Katie Martel gives it a try.

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Maria Terentyeva, left, and Jennifer Dunahoo at the SNAP Instant Dental Imaging booth (No. 1541). If you order the program here at Yankee, you'll receive a Canon Selphy CP800 photo printer.



Kelly Beuregard, left, and Kellie St. Onge at the SolmeteX booth (No. 2216) can tell you all about amalgam separators.

# CBCT and implant surgery: Don't practice without them

*How incorporating these two techniques can help you better put your patient first*

**By L. Stephen Buchanan  
DDS, FICD, FACD,**

It is a real honor to give a lecture endorsed by the Massachusetts Association of Endodontics at the Yankee Dental Congress today. Boston is not only the hub city, it is truly the hub of endodontics, influenced by the late pioneer, Dr. Herbert Schilder.

In my opinion, the most exciting technology in our specialty is cone-beam computer tomography (CBCT). CBCT has really been a game changer.

For those well into their career, it will make you want to practice another 15 years, and for those starting out, while the investment is steep, you will quickly find yourself at a disadvantage without moving in this direction.

Scary, I know, but let's take a look at the reasons why. With the right machine (and they are not all created equal for endodontic needs), your diagnosis is definitive, whether it be deconstructing a failed case or used as information gathering before any treatment commences.

You will never waste one minute hunting for a canal that doesn't exist, and you can never fool yourself into thinking that not finding one means it doesn't exist. And competitively, CBCT imaging is the "unfair advantage" for an endo practice.

I will also discuss bone grafting, implant surgery and why I feel endodontists are well-suited to offer this procedure. It's not endo vs. implants; it's about which one is the more appropriate choice.

It's been said implants would be the death-knell of endo, but it is nice to see the downturn in the economy confirmed

this to be a myth. With that said, implant surgery is just that: a surgical procedure. Endodontists understand surgery in apical regions near mandibular canals and sinus spaces better than most, and nobody is more precise. We are the "under-structure specialists," and if we can offer

the choice of endo or implant surgery to the patient, then we will never make a decision based on what is in our best interests instead of the patients'.

I hope you join me today. If not, let's talk when I'm back in your beautiful city in April for the AAE meeting.

**Here at Yankee**

L. Stephen Buchanan, DDS, FICD, FACD, will present "Endodontic Diagnosis and Treatment Planning in the Age of Implants and CBCT Imaging" from 8:30–11:30 a.m. today in room 104A. Cost is \$85.



## About the author


**L. STEPHEN BUCHANAN, DDS, FICD, FACD,** completed the endodontic graduate program at Temple University in Philadelphia in 1980. In 1989, he estab-

lished Dental Education Laboratories, through which he has lectured and conducted participation courses around the world, published numerous articles and produced a video series, "The Art of Endodontics." He is a diplomate of the American Board of Endodontics and a fellow of the International and American Colleges of Dentistry. He also serves as an assistant clinical professor at the University of Southern California School of Dentistry and at the University of California, Los Angeles School of Dentistry. He maintains a private practice limited to endodontics and implant surgery in Santa Barbara, Calif. Buchanan can be reached through his company, Dental Education Laboratories, at [www.endobuchanan.com](http://www.endobuchanan.com), [info@endobuchanan.com](mailto:info@endobuchanan.com) or by calling (805) 899-4529.

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# Renew your passion for dentistry at LVI

## By LVI Staff

Welcome to the Yankee Dental Congress 2012, and congratulations on actively moving your understanding and professional success forward. It is only

through excellent education that we can 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, you expect the

best care you can find. As a dentist, you want to deliver the best care possible.

That takes us to the power of continuing education, and as dentists, we are faced with choices in this area. As a way to introduce you to the Las Vegas Insti-

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tute for Advanced Dental Studies, or LVI, we 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 dentists, 99.7 percent say they love being a dentist, and of those surveyed, 92 percent enjoy their profession more since they started their training at LVI.

While the programs at LVI cover 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." This program is a three-day course designed for clinicians and their teams to learn together about the power of getting the patient's 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 their 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 by their patients to do 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 as well as 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, 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 balanced by the patient's 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 — but only when we can change their lives. The Core I program at LVI is the first step on that journey. That's why when you call, we will answer the phone: "LVI, where lives are changing daily!"

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# Oral health care moves beyond 'Open wide'

An interview with Dr. Veronica Sanchez, Global Scientific Communication ER Manager at Procter & Gamble

By Robin Goodman, Dental Tribune

*What is the story behind the new motto on the booth, "Go Beyond 'Open Wide'"?*

**Dr. Veronica Sanchez:** When you go to the dentist's office, what is the first thing the dentist or dental hygienist says after you sit down in the exam chair? "Please open wide." Thus, because Crest and Oral-B are partners with dental professionals, we want to make certain the care of their patients doesn't end when they leave the dental office.

Care begins when they ask the patient to open his or her mouth wide, and it continues after the patient returns home and uses the recommended dental products over and over again. You'll see when you look at our booth, compared to other dental conventions, that we have reshaped our booth in two ways. We changed the visuals that are used and the way that we are communicating and helping dental professionals to take care of their patients, given the different needs they may have.

*In "Going Beyond 'Open Wide,'" I see the company is presenting some very specific options. Would you please tell me about those?*

At Procter & Gamble, and especially at Crest and Oral-B, we say the consumer is boss. In our case, our consumers are dental professionals, so we have been in constant dialogue with them about what their patients are asking them for when in the dental office.

We discovered there are six specific answers patients were giving: better care of gingivitis, whitening, a daily cleaning routine, better care of sensitivity, the oral health of their children and oral-health concerns for those who wear braces.

In response to these answers, we designed six different regimens that are tailored to each one of the concerns. In addition, in order to help the dental professional remember these six regimens so they can recommend them to their patients, we came up with archetypes.

For example, did you know that one of every two consumers in the United States faces gingivitis, meaning blood in the sink, when brushing? So this is 50 percent of the population at some point in their lives.

Gingivitis is serious, obviously, because if left untreated, it leads to periodontitis and tooth loss. We represent this pinnacle with Mount Everest, because it is something that can be prevented. We offer the best solution for this situation with our toothpaste, dental floss and toothbrushes because they are tailored to prevent plaque and gingivitis. This at-



Dr. Veronica Sanchez, Global Scientific Communication ER Manager at Procter & Gamble (booth No. 1005). Photo/Provided by Robin Goodman, Dental Tribune

home solution is called Clinical Gingivitis System.

When we asked consumers how they would like to appear to others, the answer, especially from women, was usually, "I want to look beautiful." When asked what makes them look beautiful, the reply was, "When I have whiter teeth." In addition, when we asked dentists, they commented that this is one of the things that they believe their patients are in need of.

Crest and Oral-B have a wonderful regimen for whitening teeth called Crest and Oral-B 3D White. We not only have a paste that specifically whitens teeth, but there is also an electric toothbrush and a dental floss. More importantly, we have what I think is the best invention for everyone to achieve whiter teeth — it's called the Crest 3D White Whitening Strips.

Today, these strips use our newest technology — called "advanced seal" — that really molds to the teeth. They are easy to use and assists with compliance. When patients use all of these products together, they are going to see whiter teeth in just one day. So this archetype is represented by a couple that is getting married, a day upon which everyone wants to look his and her best. This at-home solution is called System Whitening.

There are other people who don't presently have any issues with their oral health, but they always want to make certain their mouth is clean and feels fresh to them. This archetype is represented by a man who is jogging. These are the many people who take care of their health by

eating right, watching their weight and engaging in daily exercise.

For this group, we offer Crest and Oral-B with Scope, which has a paste, a rinse and an electric toothbrush. Each of these works together, so the user is going to feel his or her mouth is five times more fresh and clean by using these products in unison. This at-home solution is called System Daily Clean.

The other archetype is a group that has tooth sensitivity, and [this complaint] is one that dentists commented was the most often heard among patients. This at-home solution is called System Sensitivity, and it includes a new addition to the electric toothbrush that allows the user three points of control to prevent the application of too much pressure when brushing. The first point of control is a part of Oral-B Professional Care Smart Series toothbrushes, which have three modes of action: oscillating, pulsating and rotating. So when the patient is brushing his or her teeth and is pressing too hard, the pulsating mode stops.

The next point of control is a light in the handle that turns on. These toothbrushes also have a SmartGuide, which is a coach that looks at you from the mirror and tells you how you are doing. When the SmartGuide shows a red unhappy face, the patient knows he or she is brushing too hard. So this is the first toothbrush that is coaching patients with sensitive teeth how to brush.

The next at-home solution is called System Kids and actually features two options, one that is called Oral-B Stages and the other that is Crest Oral-B PRO

## Here at Yankee

If you would like to learn more about these kits, please stop by the booth (No. 1005), speak to your local Crest Oral-B representative or visit [www.dentalcare.com](http://www.dentalcare.com).

HEALTH FOR ME. Stages has three sections, for ages 4 to 24 months; for ages 2 to 4 years; and for ages 5 to 7 years. Each section was designed to address children's dentition, dexterity and development as they grow.

PRO HEALTH FOR ME is the first complete collection of oral-care products specifically designed for 8- to 12-year-old patients. It features cool packaging, but what's included prevents caries, strengthens enamel and freshens breath. This system encourages children to get in the habit of using the different products, so they can achieve optimum oral health in conjunction with regular visits to their dentist.

The final at-home solution is called System OrthoEssentials, which includes four different products, one of which is the Oral-B Professional Care SmartSeries 5000 electric toothbrush with SmartGuide, plus Oral-B Ortho and Oral-B Power Tip® brush heads. This SmartGuide is a bit different, however, in that it tells kids to brush for at least three minutes. We also provide a system that engages the orthodontist, the general practitioner, the child's parents and, of course, the child as well. The four of them form an agreement to follow certain guidelines so the money the parents are spending on orthodontics doesn't go to waste.

So the goal of this group of systems is clearly for us to collaborate with the dental professional. After getting the kit from the dentist, the patients can purchase the consumable items they need — floss, toothpaste and mouth wash — by going to their local store in order to help them maintain their regime.

*I understand that Crest 3D White Whitestrips® now adhere better to teeth? What brought about this change?*

When we spoke to consumers, they commented that after the 30 minutes of prescribed time wearing the strips, they would be slipping down a bit. They also didn't particularly care for the fact that you couldn't talk while wearing them, as people would notice.

In order to improve upon these hurdles, we contained the gel in a way that is four separate layers. This means the gel is separate from the layer that allows the strip to adhere to the teeth, and it molds perfectly to the mouth now so it doesn't slip down. You can talk and even drink while wearing the strips now.