



today



Scenes from the GNYDM

Pose with a giant toothbrush, attend a mini-symposium and try on a pair or two of gloves.

»pages 3–8



Go ahead and just snap it

What makes a perfect dental camera? One that practically guarantees you can't make a mistake.

»page 14



Advice from someone who knows

Secret to his success? It's not about the money; it's about whether a product will improve dentistry.

»page 16



• The KaVo Kerr Group booth (No. 3618) is set up as an educational theater, with presentations on dental technology offered all day. (Photos/Fred Michmershuizen, *today* Staff)

Step right up

By Fred Michmershuizen, *today* Staff

■ Today is the last day of the 2014 Greater New York Dental Meeting. If you are here to explore the latest in dental technology, products and services, you are in the right place.

»see *STEP*, page 12

Office management of the digital variety

By Chadette Maragh, *today* Staff

■ Dental office-management education topped the schedule on Tuesday of the Greater New York Meeting as dental professionals of all types flocked to educational workshops and seminars with a Big Apple appetite for the latest in techniques and practices.

Pioneers of paperless invoicing and payment processing, Dentrax provided dental practitioners with a half-day

workshop, “The Dentrax Insight,” sponsored by Henry Schein Dental. Detailing effective approaches of simplifying insurance billing, schedule management and more to ensure a profitable and productive work environment, the three-hour morning event explored Dentrax’s expert-approved tricks and tips of the trade, making for an insightful experience for attendees.

»see *DIGITAL*, page 12

Narrow-Body Implants

Learn more about narrow-body implants at **First Fridays**, hands-on workshop at Dentatus' Implant Center in New York City.

Special Offer: Free Profin by Hand when you register at GNYDM



Product Demos @ GNYDM # 1714
watch the video at www.DentatusUSA.com

AD

Visit us at the
Greater New York Meeting
Booth #3819

Identic™ is *Smooth*



Quality alginate that you
can rely on everyday.

- Easy to mix
- Fine detail
- Excellent stone surface
- Unsurpassed smoothness

SPECIAL!
Buy 1 lb of Identic, get a
bottle of Clean and Lube Spray
FREE!



Use Clean and Lube Spray to keep
alginate bowls looking like new!

*Offer expires: December 31, 2014. To receive your free goods, please send a copy of your order twice along with a copy of this ad to: DUX Dental, 600 East Hueneme Road, Oxnard, CA 93033, Attn: ID-CL. You may also fax your request to: 1.800.444.5170. For more information visit: www.duxdental.com. No other offers apply. Offers may not be combined. Subject to cancellation or substitution without notice.

Contact your dealer to order.

For more information contact DUX Dental
1.800.833.8267 | www.duxdental.com

Trust.Worthy.Innovation.



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
www.dental-tribune.com

Publisher & Chairman
Torsten Oemus
t.oemus@dental-tribune.com

President/Chief Executive Officer
Eric Seid
e.seid@dental-tribune.com

Group Editor
Kristine Colker
k.colker@dental-tribune.com

Managing Editor
Fred Michmershuizen
f.michmershuizen@dental-tribune.com

Managing Editor
Sierra Rendon
s.rendon@dental-tribune.com

Managing Editor
Robert Selleck
r.selleck@dental-tribune.com

Product/Account Manager
Humberto Estrada
h.estrada@dental-tribune.com

Product/Account Manager
Will Kenyon
w.kenyon@dental-tribune.com

Marketing Director
Anna Kataoka
a.kataoka@dental-tribune.com

Education Director
Christiane Ferret
c.ferret@dtstudyclub.com

Accounting Department
Nirmala Singh
n.singh@dental-tribune.com



Published by Tribune America
© 2014 Tribune America, LLC
All rights reserved.

today Greater New York Dental Meeting Show Dailies Vol. 9 appear during the Greater New York Dental Meeting in New York City, Nov. 30 to Dec. 3, 2014.

Tribune America makes every effort to report clinical information and manufacturers' product news accurately, but cannot assume responsibility for the validity of product claims, or for typographical errors. The publishers also do not assume responsibility for product names or claims, or statements made by advertisers.

Opinions expressed by authors are their own and may not reflect those of Tribune America or Dental Tribune International.

Scenes from the GNYDM



Dental students take a fun photo opportunity with a giant toothbrush at the Crest Oral-B booth, No. 1226, Tuesday at the GNYDM.



The reps at ValuMax International (booth No. 2613) model some of the company's most colorful gowns.



Visit Supersmile at booth No. 1308 to check out the company's extensive whitening options available on site at this show.

Photos by Fred Michmershuizen and Sierra Rendon, today Staff



Lucinda Rogers, right, and Katherine Leigh invite you to visit the Propel Orthodontics booth, No. 418, to learn about how Propel drivers can facilitate accelerated orthodontics.



• The folks at SS White (booth No. 2814) show off their pearly whites.



• Dyan Jayjack of Henry Schein ProRepair (booth No. 4536).



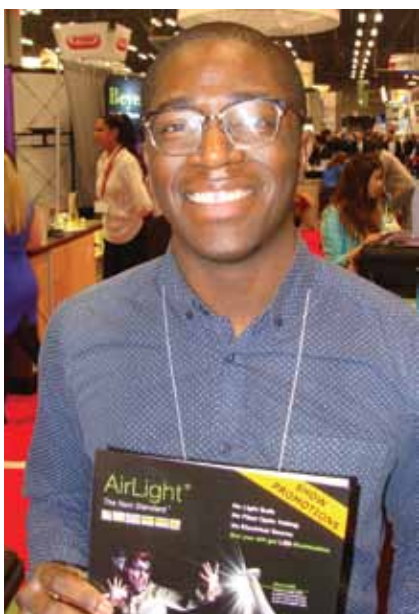
• Dr. William Yant talks about the benefits of Planmeca's ProMax Mid at booth No. 4028.



• Sam Turner, left, and Lindsay Allen of Coltene (booth No. 4202).



• Stop by the MIS booth, No. 1423, and ask about the new MGUIDE Surgical Templates.



• Derrick Parks of Beyes Dental Canada (booth No. 4500).



• Mike Lofreso, left, and Chris Pedley of CareCredit (booth No. 4212).



• Stop by the Sensodyne booth, No. 618, and you can attend a mini-symposium, check out the interactive tables, visit the brushing station and, finally, take home a great goody bag of samples!



All Smiles. Every Step of the Way.

From a first dental visit to hygiene, orthodontics and implants, the CareCredit credit card can make it easier for families — mom, dad and the kids — to get care when they want and need it. And CareCredit gives them a financing resource they can use again and again* as credit becomes available.

Help **more** families achieve healthy, happy smiles. For more ways to optimize CareCredit in your practice, contact your Practice Development Team by calling **800-859-9975, option 1, then 6.**

Not yet enrolled? Call **866-246-6401**

Visit booth #4015/4212 to learn new ways to help patients access care.



*Subject to credit approval.



• From left: Brant Herman, Harriet Norris and Bob Bellhouse of Mouthwatch (booth No. 3937).



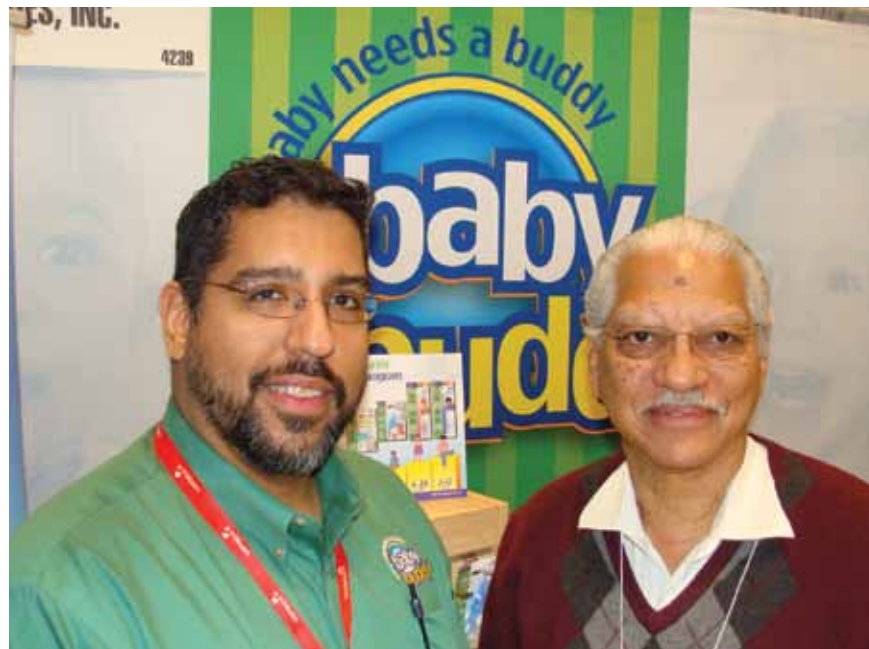
• Head over to the Ultradent booth, No. 409, to learn about the company's many whitening options, including Opalescence Boost, Opalescence Go and Opalescence Take-Home Whitening kits.



• Rosie Bruns of Planmeca USA (booth No. 4432).



• Dustin Skoubo, left, and Kimberly Byer of PureLife Dental (booth No. 2808).



• Dean-Paul Hart, left, and Frederick Hart of Baby Buddy/Compac Industries (booth No. 4239).



• Cami Hardy of Joey Boards USA (booth No. 5403).



• 'The DENTRIX Insight Workshop' is presented Tuesday morning.

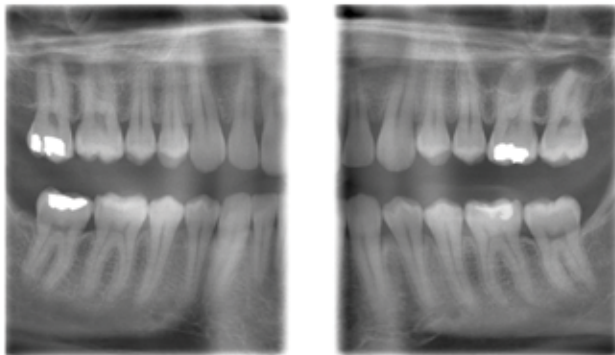


• Susan Miller helps attendees at the PhotoMed booth, No. 800, pick out the best camera for dental photography.

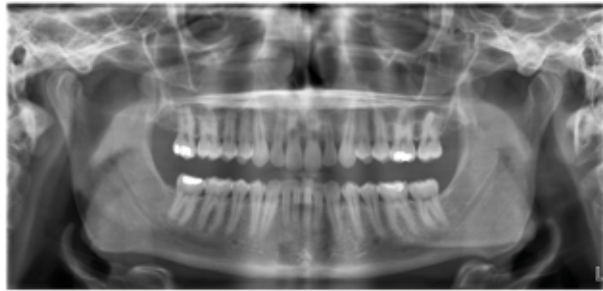


• From left: Anna Korpivaara, Brian Forth and Patrik Renholm of Futudent (booth No. 5221).

The Industry's #1 Digital Panoramic X-ray

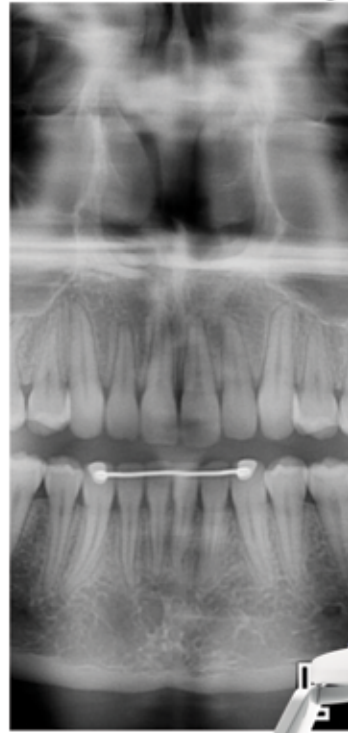


ProMax S3 Extraoral Bitewing L



ProMax S3 Standard Adult Pan - From Same Patient As Bitewing

ProMax S3 anterior PA Image



ProMax® S3 WHAT IF... You Could Do ALL Your Routine Imaging Extraorally?

- Extraoral bitewings capture a greater number of surfaces for better caries detection versus intraoral modalities*
- Anatomically Accurate Extraoral Bitewing Program enhances diagnostic capabilities and eliminates gagging
- Patented SCARA technology consistently opens interproximal contacts
- Enhances clinical efficiency - takes less time and effort than a conventional intraoral bitewing
- Captures more clinical data from lateral to third molar
- Fully upgradable to 3D and cephalometric capabilities
- Open design for simple, face-to-face patient positioning

*According to "Efficacy of ProMax Bitewings vs. Intraoral Bitewings." For a copy of this study, please contact Planmecca USA.

Visit us at the
Greater New York
Dental Meeting
Booth # 4028

For a free in-office
consultation, please call

1-855-245-2908

or visit us on the web at
www.planmeccausa.com

PLANMECA



• Daniel Ferrari, left, and Nathalie Gartler of Sulzer MixPac (booth No. 4822).



• Adolfo Valdiva, left, Scott Bandy of Snap On Optics (booth No. 1022).



• Jill Beckman, left, and Allison Jones of the Academy of General Dentistry (booth No. 5703).



• W. Michael Simko, left, and Susan Digiambattista of Trojan Professional Services (booth No. 5015).



• Want to try out some 'Amazing' gloves? Stop by booth No. 1015 and pick up gloves so 'Amazing' and thin, 'you'll fly through your day'!



• From left: Kara Caputo, Vito Ardito and Andrine Gordon at the hearing testing van on the exhibit hall floor.



• From left: Jenny Reichert, RDH, Janie Wright, RDH, and Jason Burke at the Preventech booth (No. 4210).



• Dane Carlson shows off a Seiler precision microscope on display with DC Dental Supplies (booth No. 5200).



• From left: Cliff Jackson, Esther Rabinovich and Matt Robinson of IQ Dental Supply (booth No. 2203).



• If you look hard enough, you just might find some ninja turtles on the exhibit hall floor!

acqua

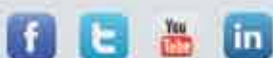
Surface concept evolution



- ✓ A solution for reliable bone neoformation
- ✓ Bone regeneration in association with biomaterials
- ✓ An innovative surface designed for successful osseointegration



For product, promotion information or to schedule an in-person demonstration
call us at 855-412-8883 or via email at: info.us@instradent.com



www.instradent.us