

# today



## Scenes from the Greater New York

Facebook chats, UFC fighters and booths offering everything from loupes to push animals.

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## The answer to your business challenges

Henry Schein Dental president speaks about the company's plan to differentiate itself.

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## Going full digitalization

Software ties all your high-tech products together. And it can even schedule maintenance.

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# Global impact

By Robert Selleck, *today* Staff

■ The Greater New York Dental Meeting has long enjoyed a strong reputation as an international event, but this year's exhibit hall conveys an especially strong global presence with three major international pavilions – dominated by a German Pavilion that commands a sweeping high-tech presence on the exhibit floor.

Anchored by a scientific pavilion at booth No. 1313 and spanning across four aisles nearby, the German Pavilion encompasses more than 10,000 square feet and features more than 40 German dental companies (including



• Flags from around the world hang over the registration desk at the Greater New York Dental Meeting, signifying the meeting's global outreach. (Photo/Fred Michmershuizen, *today* Staff)

\*see GLOBAL, page 3

# Break for education

By Sierra Rendon, *today* Staff

■ If you have spent all your time at the GNYDM so far checking out new products and technology in the exhibit hall, it's not too late to fit in plenty of educational opportunities today and Wednesday.

Here is just a sampling of today's sessions:

- **Live Dentistry Arena:** Today at 10 a.m., check out "The LAPIP Protocol: A Laser-Mediated Solution for the Ailing and Failing Implant" with Dr. Charles R. Braga and, at 2 p.m., "Cavity Preparation with No Anesthesia: Soft Tissue

with No Bleeding: How An All-Tissue Laser is Revolutionizing Dentistry" with Drs. David M. Fantarella, Jeff E. Rohde and David Garber. Both of these sessions are free and offer three C.E. credits. The Live Dentistry Arena is located on the exhibit hall floor, booth No. 6230.

- **Dental Hygienists Association Program:** "Infection Control for Oral Healthcare Providers" with Dr. Gwen Cohen-Brown will take place from 2 to 5 p.m. today and will offer three C.E. credits.

\*see EDUCATION, page 3

AD

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Booth #1714

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## GLOBAL \*from page 1

some of the most recognized names in dentistry, such as Heraeus Kuzer, Bego, Hager and Meisinger, DMG Chemisch, Hoffmann Dental and VOCO). Visitors can tour an interactive, futuristic science lab on innovation and research featuring state-of-the-art products from many of the companies. It's the biggest single presence ever of the German dental industry at a U.S. event.

Also commanding a large chunk of real estate on the exhibit floor is the Korea Pavilion, spanning a stretch of the 5000 and 5100 aisles with more than a dozen companies represented. A number of educational sessions presented in Korean also were added to this year's meeting agenda in addition to the sessions being presented in Portuguese, Spanish, Italian, Russian and French.

Yet a third international pavilion can be found in the 5200 and 5300 aisle, where a dozen different companies have booths in the Pakistan Pavilion, and the majority of the companies are at the Greater New York Dental Meeting for the first time. In booth No. 5327, Naghman Iqbal, with Pak Surge, said the meeting had been successful for the 25-year old manufacturer. He said the company had exhibited at many meetings in Germany, Korea, Poland and elsewhere but never in the United States until now, despite having a longstanding base of U.S. clients. The company manufactures and sells a variety of dental instruments and specializes in forceps.

With years of planning required to coordinate and develop an international pavilion, it's likely that the unusual surge in international pavilions at this year's meeting has more to do with coincidence than a strong dollar or other factors. And it remains, true, too, that most companies based outside of the United States aren't here as part of a coordinated pavilion effort. Among the many examples of that



• Pietro Longo and Valeria Ferrari in the Aböva Health booth (No. 940) with the Teethan dental contact digital analyzer. (Photos/Robert Selleck, today Staff)



• The massive German Pavilion's science lab is impossible to miss in the 1300 aisle.

is Aböva Health in booth No. 940. The company is here from Italy with a product being introduced to the U.S. market: The Teethan dental contact digital analyzer, which is so new here,

it's still under review by the FDA and not yet available for sale.

But the high-tech device is on display in the booth, and Pietro Longo and Valeria Ferrari with Aböva can explain how the electromyography technology can analyze in minutes the activity of a patient's masticatory muscles and generate an easy-to-read report.

Scores of other countries can also be found represented throughout the aisles of the Greater New York Dental Meeting exhibit hall, and you have two more days of international exploration, with exhibits continuing through Wednesday.

## EDUCATION \*from page 1

• **Social Media Program:** Want to take your social-media game to the next level? Check out "How to Create the Ultimate Internet Presence" with Darren Seigel, Esq., from 9 a.m. to noon and "It's Called Google: It's Not Your Friend and How to Win at Social Media" also with Seigel, from 2 to 5 p.m. Both sessions offer three C.E. credits.

• **Sleep Apnea Conference:** More than 50 percent of the patients in your practice have a snoring problem, and it's estimated that 17 percent of adults in the United States have obstructive sleep apnea. Learn how to identify and treat snoring and OSA in "Fundamentals of Dental Sleep Medicine" with Drs. Leila Chahine and Jonathan A. Parker from 9 a.m. to noon and 2 to 5 p.m. today. This course offers six C.E. credits and has limited enrollment, so register ASAP if interested.



• Every seat is filled on Monday for Dr. Ron Kaminer and Dr. Franklin D. Shull's 'Blending New Technologies for Predictable Dentistry,' one of the courses being offered in the Live Dentistry Arena on the exhibit hall floor. (Photo/Fred Michmershuizen, today Staff)



# Scenes from Monday



• Haye Hinrichs, left, and Yanela Garcia of Johnson-Promident (booth No. 4108).



• Katie Liu, left, and William Kim of Diadent Group International (booth No. 936).

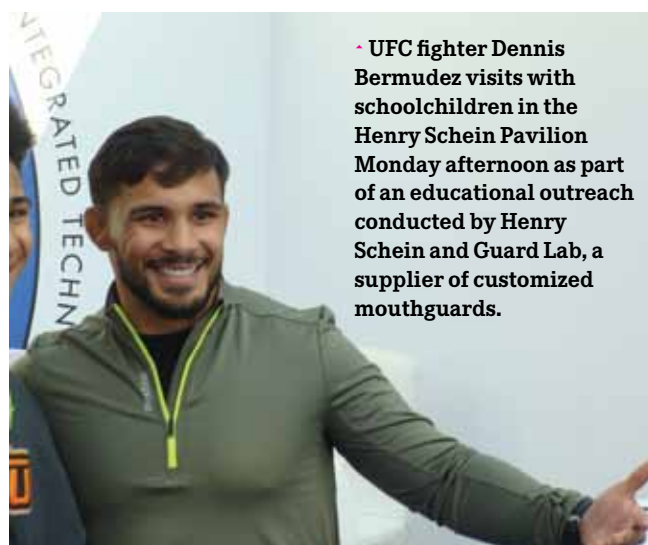


• Jill Malmgren of America's ToothFairy: National Children's Oral Health Foundation.

Photos by  
Fred Michmershuizen,  
today Staff



• The team from ClearCorrect (booth No. 5034).



• UFC fighter Dennis Bermudez visits with schoolchildren in the Henry Schein Pavilion Monday afternoon as part of an educational outreach conducted by Henry Schein and Guard Lab, a supplier of customized mouthguards.



• Course participants take part in a hands-on endodontic workshop led by Dr. Garry L. Bey.



• Cherie Boles of Lares Research (booth No. 4101).



• Stanley M. Bergman, chairman of the board and CEO of Henry Schein Inc., speaks with Sohaib Soliman, president of the American Student Dental Association, during a #ScheinChats (Facebook Live discussion) conducted at the Henry Schein Pavilion, located at the Crystal Palace entrance.



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• Juliet Bates, left, and Joseph Donohue of Edge Endo (booth No. 1530).



• The gang at MIS Implants Technologies (booth No. 4636).



• Cynthia Graddy of National Dental Association (booth No. 2523).



• From left: Jason Kiser, David Cox, Barbara Schreiner and Ritchie Cucolo of Kettenbach (booth No. 3537).



• Denise Manekas, left, and Joachim Siegler of Dentatus (booth No. 1714).



• The team at Bisco (booth No. 1200).



• From left: Suzeanne Harms, Josh Gall, Jimmy Ruiz and Monica Silva of Glidewell Laboratories (booth No. 4334).



• Bill Wogh, left, and Mike Mack of Global Surgical Corp. (booth No. 2500).



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• From left: Samantha Payton, Calvin Kirkwood and Mackenzie Prinslow of ProSites (booth No. 1116).



• Janet Ell of Sherman Specialty (booth No. 3632).



• From left: Katie Hamilton, Saeed Yousef and Brittany Pena of Solitaire Smile Dental Studio (booth No. 1038).



• Koichi Arakawa of Mani (booth No. 4534).



• Johnny Mann, left, and Chad Barker of Sonendo (booth No. 4230).



• Alex Kugler, left, and Scott Brennan of Bankers Healthcare Group (booth No. 4600).



• Kay Corbitt of Isolite Systems (booth No. 1614).



• Nick Papcun, left, and Danee Mallos of Demandforce (booth No. 837).



• Tom Clark of Banyan (booth Nos. 1701 and 5605).



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