

# today



### Scenes from the Hinman Meeting

Shake your molar maker, meet Marilyn Monroe and see some amazing animation.

»pages 6 & 7



### It's all about the exodontia

Are your extractions not where you wish they'd be? The Extraction Academy is the solution.

»page 8



### Find your education in San Francisco

Forget ordinary lectures and hands-on workshops. AACD has so much more than that.

»page 10



• Meeting attendees listen to a presentation about practice ownership Friday morning, one of many lectures making up Hinman's inaugural G.O.L.D. Program. (Photo/Fred Michmershuizen, today Staff)

## Cornucopia of courses

By Fred Michmershuizen, today Staff

■ Hundreds of educational opportunities are on tap at the 103rd Thomas P. Hinman Meeting. Over the first two days of the meeting here in Atlanta, courses have been offered on how to build a better business office, how to get the most out of social media and even how to add Botox to your practice's offerings.

Of particular interest on Friday was Hinman's inaugural G.O.L.D. Program, an all-day series of lectures geared specifically toward those who graduated from dental school within the past 10 years. The courses, which were well attended, offered key insights into the benefits of practice ownership.

A course by Dr. Susan Maples on strategic marketing (subtitled "Choosing Your Best Patients Before They Choose You") was also packed on Friday.

Highlights today include courses on how to get the most out of your lab, investing in digital impression technology and a 30-year history of the "hits" and "misses" of local anesthesia. Check your show guide for exact times and locations.

# Come see the latest in dental technology



• With street lamps in the center aisle, it's a bit like Main Street USA on the exhibit hall floor at the Thomas P. Hinman Dental Meeting. (Photos/Fred Michmershuizen, today Staff)

By Fred Michmershuizen, today Staff

■ The exhibit hall here at the 103rd Thomas P. Hinman Dental Meeting in Atlanta is filled with new and innovative products. Hundreds of companies are on hand to showcase the very latest in dental technology.

The goal, of course, is to send attendees home to their practices with better tools that will improve efficiency and, ultimately, make treatment outcomes better for patients.

Highlights on the show floor are many. Shofu Dental Corp. (booth No. 730), for example, has a large number of innovative materials. Among them is the

BEAUTIFIL Flow Plus injectable hybrid – a flowable base, liner and final restorative material approved for all indications, including Class II. According to the company, it is "the next step in the evolution of restorative materials." Also available from Shofu: BEAUTIFIL Bulk Flowable, an advanced, Giomer bulk fill restorative material for base and liner placement in Class I-II posterior restorations, and Beautiful Bulk Restorative, a conventional packable composite resin.

DrQuickLook (booth No. 1247) is showcasing its DrQuickLook SD cameras, which have a 5-inch screen

\*see TECHNOLOGY, page 2

**TECHNOLOGY** \*from page 1

and come with a 3-megapixel camera sensor and wand, all designed for clear, crisp intraoral images. With DrQuickLook, the doctor and patient can instantly review all saved images from a standard SD card by using toggle buttons on a touch screen. The SD Plus model of the camera allows the user to draw over images, so patients can clearly understand planned dental treatment.

For those who perform endodontic therapy, Essential Dental Systems (EDS, booth No. 1609) recently announced a new endodontic system, Tango-Endo. With the new Tango-Endo, it only takes two instruments, according to EDS. The files are designed to be tough and reusable and feature a unique, patented flat



**Is your work station ergonomically correct? Find out at the Ergonomics Evaluation Clinic, located on the exhibit hall floor.**

along the entire length that allows for faster engagement with less resistance, increased flexibility without sacrificing strength and virtually eliminated instrument separation, according to the company. The Tango-Endo system includes its own recip-

rocating handpiece, designed to aid in the prevention of binding and to assist in the preservation of a canal's unique anatomy. The kit also includes precision matched gutta-percha points.

TAUB Products (booth No. 508) is offering its new FUSION-Zr resin cements, which are self-adhesive and recommended for the permanent cementation of all-ceramic restorations, zirconia, lithium disilicate and CAD/CAM-type materials. According to the company, the cements work best for no-prep veneers, minimally prepped veneers, prepped veneers, crown and bridge and inlays/onlays and create an "exceptional" marginal seal.

These are just some of the many highlights in the exhibit hall, which is open until 3 p.m. today.

AD

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This is sure to be a meeting you won't want to miss!  
Where else can you hop on a Monorail, waltz through Paul Allen's musical dedication to Jimi Hendrix, be blown away by Dale Chihuly's glass sculptures and soar to the 605-foot Space Needle to gaze at a 14,000-foot mountain and a ferry-filled Puget Sound? That in itself can be done in about an hour, and you haven't even seen a fish fly by your face at the Pike Place Market or heard the 12th Man Roar at CenturyLink Stadium!

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**PLANMECA**

# There is a better way (and LVI can show you how to get there)

By Mark Duncan, DDS, LVIF, FAGD, FICCMO, Clinical Director, LVI

■ You know how those days go – all morning long, it felt like you were struggling to keep on track with the schedule. Your team is frustrated because they haven't had their full hour lunch more than one day a week in as long as they can remember.

## For more information

For more information on the Las Vegas Institute for Advanced Dental Studies, visit [www.lviglobal.com](http://www.lviglobal.com).

You walked by the sterilization room 15 minutes ago, and it sure sounded like they were complaining

to each other because you said to work in that emergency, and they were struggling to figure out how to pick up their kid from daycare on time. Again.

You want them to enjoy working here, but you have to be able to pay the bills. And your best assistant asked you again if she can have that raise you have been promising her. Don't they understand?

Today will be another day of three chairs and patient after patient asking you questions about treatment, all eager to get started with getting their mouth fixed, but yet you still won't see any of them show up on the schedule. They said they wanted to do the work, but for some reason, they never seem to come back and do it.

They say insurance doesn't cover it, or they ask for a pre-determination. Too bad they don't know the pre-determination doesn't mean much.

Today, you have 27 patients on your schedule and will work your butt off and still not have a chance to pee. It looks like you should be able to be done by 5, but today will finish worse than yesterday.

It feels like half of your patients are crankier than you are, and your team isn't really talking to you today, and you know when you get home, all you will want to do is go to sleep and wake up on Saturday – except it's still Tuesday!

It doesn't make sense – you have taken C.E. courses every time they come to town. The new insurance plan was supposed to make things easier. You bought a bunch of new equipment to save money on taxes – of course now you have to pay for it every month – but why does it seem like the harder you work, the further behind you get? There has to be a simple reason.


Well, it turns out there actually is – and it's something that you learned when you were about 5! Do unto others. More specifically, build systems in your office so that you can treat your patients the way you would want to be treated – comprehensively and with exceptional information to make good decisions – and produce a consistent experience time after time.

While doing that, add exceptional care – esthetic adhesive excellence like you see in the journals. But how?

Well, the answer happens to be the foundation that LVI was built upon – building the excellence in a patient-centered practice. And the programs at LVI have been teaching clinical excellence and communication and business systems for almost 20 years to help doctors do a better job of not only seeing the patient but, more importantly, connecting with them. Two decades of not only communication but comprehensive diagnosis and clinical excellence. As a result, the doctors at LVI have a statistically higher professional satisfaction and income.

Isn't it time you go find out what they are doing differently? Yes. Yes, it is – and congratulations on the journey you are about to start.

AD




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*"Give me a lever long enough and a fulcrum on which to place it, and I shall move the world."*

Archimedes of Syracuse (c. 287 BC – c. 212 BC)

Stop referring patients out for extractions. The Extraction Academy specializes in continuing education workshops and lectures for General Dentists, Periodontists, Oral Implantologists, Oral Surgeons and Endodontists.

Extraction Academy courses are designed around practical hands on lectures. Courses start with extraction basics and progress to advanced techniques. This allows attendees to go back to their office and immediately implement the techniques learned from Extraction Academy lecture(s) and add more revenue to their practices.

**Program details**

**WORKSHOP**

7:30 - 8:00 Breakfast  
8:00 - 9:00 Introduction and History (1 hour)  
9:00 - 10:00 Case presentations (1 hour)  
10:00 - 11:00 Instruments (1 hour)  
11:00 - 12:00 Hands-on (1 hour)  
12:00 - 1:00 Lunch  
1:00 - 2:00 Case presentations (1 hour)  
2:00 - 4:00 Hands-on (2 hours)  
4:00 - 5:00 Tips and Tricks (1 hour)

**ONLINE LEARNING**

Anatomy (3 hours)  
Kianor Shah

Biophysics, Classifications, Pre-Operative Preparation (1 hour)  
Kianor Shah

Pharmacology (2 hours)  
Gregory Greenwood





IV sedation, Socket Grafting and Suturing Techniques (2 hours)  
Gregory Greenwood

Medical Emergencies (1 hour)  
Gregory Greenwood

Surgical Techniques and Post-Operative Care (1 hour)  
Kianor Shah

Immediate Implant Techniques (2 hours)  
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# Scenes from Friday



• A meeting attendee listens to one of the many table clinic presentations.



• Debi Young, left, and Perry Shiller of Amazing Animations (booth No. 327), with a 3-D interpretation of the Atlanta skyline by renowned pop artist Charles Fazzino.



• Robert Sarabia of Panadent (booth No. 505).



• Tammy Norton, left, and Wanda Williams of American Eagle Instruments (booth No. 1645).



• Ken Berkley, left, and Carter Hull of DMG America (booth No. 601).



• The team at Planmeca (booth Nos. 637/719).



• Carmen Fung, left, and Ruben Huyo of Beyes Dental Canada (booth No. 330).

Photos by  
Fred Michmershuizen,  
todayStaff



• Prerak Patel, left, and Emily Carter of Mightus Media (booth No. 1351).



• From left: Benjamin Fisher, Kristy Loomis and Dave Molnar of Great Expressions Dental Centers (booth No. 336).



• From left: Craig Widner, Greg Teague and Jeff Studer of Salvin Dental Specialties (booth No. 412).



• Tracy Blakenship of Shofu Dental Corp. (booth No. 730).



• Dr. John Bond, left, with Molar Man at Molar Towne Productions (booth No. 754). These guys were conducting a 'Shake Your Molar Maker' dance contest on Friday, right in their booth.



• Dr. Bob Clark of DrQuickLook (booth No. 1247).



• Jill Cox, left, and Jake McClimon of Second Story Promotions (booth No. 1048).



• Randy Leon Brown of Aflac with the famous duck. Look for them in the 2300 aisle.



• The guys from Sterisil (booth No. 1049).



• The gang at eDentalImage (booth No. 338).



• From left: Marilyn Monroe, Nikita Kakadia and Harshil Kakadia at the Laxmi Dental Lab booth (No. 650). Look for Wonder Woman at the booth today.

# Exodontia at the tip of your fingers

■ Are you having difficulty extracting teeth? Are you referring many of your patients? Do you wish your extractions could be more predictable? Do you wish to render painless treatments? Do you wish to master immediate implant techniques?

If you answered yes to any of these, the Extraction Academy is the answer.

The Extraction Academy will teach you about all extraction procedures. Topics include full-mouth extractions, impacted teeth, how to expose teeth for orthodontic treatment, wisdom teeth (any impaction category), calcified teeth, fully and partially

## To attend

The next Extraction Academy will take place May 3 in Anaheim, Calif. Tuition fee is \$1,750 (with \$150 coupon discount). Register online at [www.extacademy.com](http://www.extacademy.com) or contact [info@extractionacademy.com](mailto:info@extractionacademy.com) or call +32 486 920 435 for more information.



■ Learn everything you ever wanted to know about exodontia at the Extraction Academy, taking place May 3 in Anaheim, Calif. (Photo/Provided by the Extraction Academy)

erupted teeth, infected teeth, root tip extractions, complex cases, head and neck anatomy, pharmacology, intravenous sedation, guided-bone regeneration, tips and tricks, complications management, immediate implants,

surgical instruments, nomenclature, proper use and application.

Through a blended learning platform, the Extraction Academy will provide all the tools you will need to learn, practice, improve and implement your daily treatments.

The Extraction Academy specializes in continuing education workshops and lectures for general dentists, periodontists, oral implantologists, oral surgeons and endodontists. Courses are designed around practical hands-on lectures.

The next course will take place May 3 in Anaheim, Calif. Cost is \$1,750 (with a \$150 coupon discount). The course fee includes course instrumental, course documents, online education and C.E. unit certification. Register online at [www.extacademy.com](http://www.extacademy.com) or contact [info@extractionacademy.com](mailto:info@extractionacademy.com) or call +32 486 920 435 for more information.

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■ Sterngold Dental, a leader in dental products, launched the new SternSnap Overdenture Implant Abutment System, which can be used to retain overdentures on some of the most popular implants.

The system features a low profile that takes up only 2.5 mm of height in the denture. It has a long-lasting plastic retention cap that comes in three retention levels (1 lb, 2 lb and 3 lb) and doesn't require a metal housing, making it a simpler, more economical option, according to the company.

Founded in 1897, Sterngold Dental specializes in alloys, attachments, implants and restorative systems. Examples are the Stern ERA family of resilient dental attachments and the Natural Profile Abutment System for esthetic restoration of osseointegrated implants.

For more information, visit [www.sterngold.com](http://www.sterngold.com), call (800) 243-9942 or stop by the booth, No. 2013, here in Atlanta.



■ (Photo/Provided by Sterngold)



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