

# today



### Sessions, sessions everywhere

Live Dentistry arenas and the Dental Tribune Study Club symposia line up speakers on topics from esthetics to imaging.

»page 2



### Scenes from the show

Funny face paint, snack breaks and furry creatures designed to get kids excited for brushing are the highlights of Tuesday.

»starting on page 6



### Putting their hearts into it

Companies help kick off Oral Health America's 'Seal Two Million Campaign' in support of at-risk children across the United States.

»page 22

## Where ideas go to develop

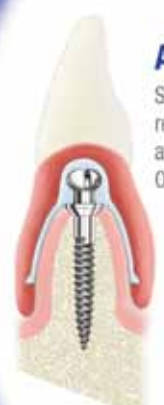


For more on Dentcubator, see story on Page 4.

• Dental Tribune International Publisher and Chairman Torsten Oemus, left, Dr. L. Stephen Buchanan, Dr. Marc L. Nevins, Mark Ferber, Barbro K. Brånemark of the Brånemark Osseointegration Center in Gothenburg, Sweden, Dr. Richard Meissen, Dr. Thomas J. McGarry and Dental Tribune China General Manager Huang Huan were among many attendees on hand Tuesday morning for the Dentcubator meeting. (Photo/Fred Michmershuizen, Dental Tribune)

AD

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• Attendees scour the exhibit hall Tuesday afternoon. (Photos/Fred Michmershuizen, Dental Tribune)

# Last chance!

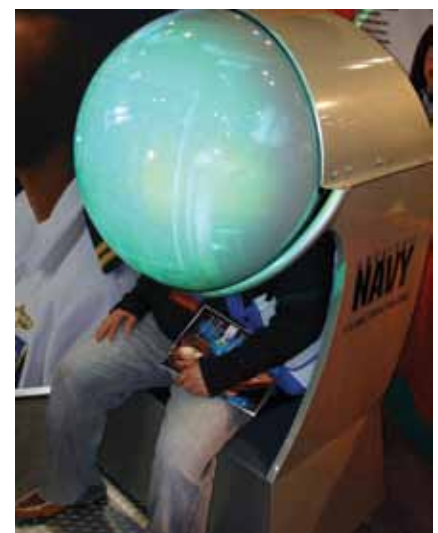
By Fred Michmershuizen, Dental Tribune

■ You only have until 5 p.m. today. That's when the exhibit hall here at the 86th Greater New York Dental Meeting (GNYDM) will close. That means now is your last chance to scour the aisles for the latest in dental supplies, equipment and technology.

The good news is that whether you are a first-year dentist or a seasoned veteran, a general practitioner, specialist or hygienist, there are products and services here to meet your needs.

So be sure to visit the show floor one last time before you go back to your practice. You'll be glad you did.

Here are some other last-minute



• An attendee views an informational video inside a bubble at U.S. Navy Recruiting Command, booth No. 1112.

\*see CHANCE, page 22



# Lectures heighten interest, awareness in products

By Robin Goodman, Dental Tribune

There's no such thing as a free lunch. But there is such a thing as free C.E. during the Greater New York Dental Meeting (GNYDM).

For example, take the meeting's two Live Dentistry Arenas. On Tuesday, Dr. Ara Nazarian discussed "Simple Implant Placement in a Complex Economy" on one side of the exhibition floor at the Live Dentistry Arena. Dr. Michael Miyasaki held the stage at the other arena with a morning session on "Minimally Invasive Aesthetic Indirect Restorative Procedures," and after lunch continued with "Advanced Imaging for the New and Retreatment Endodontic Patient."

Around the corner and down the aisle from Live Dentistry Arena No. 1 is the DTSC Symposia C.E. lecture series. Tuesday's morning schedule began with Drs. David Lynch, Fay Goldstep and George Freedman discussing "Soft-tissue Lasers and Caries Diagnosis."

Dr. Mayer Sinensky from New York, N.Y., stopped on his way out of the lecture by Freedman, Goldstep and Lynch to say what he thought of the program: "I think the format is great. It's a small room so you feel like you are in a classroom, and the lecturers are very good speakers as well as knowledgeable in their field."

"The lecture made me want to visit some of the booths to look at the products. This is my first time at a DTSC lecture, but now I will look closely at the rest of the schedule to see if there are others I might want to attend."

There were seven lectures Tuesday and other speakers included Drs. Lou Chmura, Marc Gottlieb, Dov Almog, Bettina Basrani, Dwayne Karateew and Dirk Gieselmann.



• Dr. Joseph Massad during his hands-on workshop Tuesday morning about 'Impressioning and Securing Implant-retained Complete Dentures.' (Photos/Robin Goodman, Dental Tribune)



• Dr. Michael Miyasaki during his morning presentation.

The DT Study Club Symposia will offer more courses today, starting at 10 a.m., so stop by for some free C.E. credits. A select few among the lectures will be posted online at [www.DTStudyClub.com](http://www.DTStudyClub.com) after the event; however, there will be an access fee.

Various seminars and programs are, of course, free. For instance, Karen Raposa, RDH, MBA, provided three free C.E. credits during the dental hygienists'



• Drs. Edward Lynch (left), Fay Goldstep and George Freedman before their DTSC Symposia on 'Soft-tissue Lasers and Caries Diagnosis.'

association program Tuesday morning.

Finally, there are the glass classrooms, and although they are not free, they do provide an intimate and hands-on setting to try out new products, equipment and techniques.

Dr. Joseph Massad guided attendees in two separate sessions on the topic of "Impressioning and Securing Implant-retained Complete Dentures" in the glass classroom on Aisle 4200/4300.

**today** About the Publisher

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## Do-it-yourself equipment maintenance and repairs

By Robin Goodman, Dental Tribune

■ Is your Cavitron unit acting a bit quirky? Do you need to change the gasket on your sterilizer? Basic preventive equipment maintenance and repairs are easier than you think and doing it yourself will save you money.

Indeed, this is likely the reason why some 46 attendees participated in the hands-on workshop on this topic on Tuesday afternoon in the glass classroom at the end of Aisle 1200/1300.

The classroom was divided into four stations: Cavitron/curing lights, handpieces, sterilizers and dental chairs. Eleven technical specialists from Henry Schein Pro Score as well as Sales and Category



• Sales and Category Manager Dyan M. Jayjack instructs a portion of the hands-on workshop about preventive maintenance and equipment repair on Tuesday. The course takes place again today at 2 p.m. and earns attendees three C.E. units. (Photo/Robin Goodman, Dental Tribune)

Manager Dyan M. Jayjack were divided up among the four stations.

If you want to learn how to perform basic preventative maintenance and repairs, you are in luck

because this \$25 course (worth three C.E. credits) will be repeated from 2 to 4 p.m. today in the glass classroom on the exhibit floor at the end of Aisle 1200/1300.

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# Dentcubator is poised to hatch promising new dental technology

By Fred Michmershuizen,  
Dental Tribune

Historically, the best advances in dental technology have sprung not from geeks in corporate R&D departments but rather from regular dentists working in their practices.

That's perhaps because most dentists are thinkers and tinkerers. They are constantly coming up with innovative ways of improving upon procedures, increasing efficiency or doing something in a manner that hasn't been tried before.

Until now, one obstacle entrepre-  
neuring dentists have encountered,  
once they have built a better mouse-  
trap, is coming up with the necessary  
financial and logistical resources to  
make their vision a reality. That's  
where Dentcubator comes in.

Now in its third year, Dentcubator is  
a group of investors and shareholders  
from 15 countries and 26 states. Their  
goal is to seek out the most promising



Attendees listen to a presentation during the annual meeting of Dentcubator. (Photo/Fred Michmershuizen, Dental Tribune)

advances in dental technology and  
bring these ideas to fruition.

This is an elite group. Among many  
others, it counts among its members  
such notables as Dr. William Arnett,  
Dr. Paul Feuerstein, Dr. Ron Jackson,  
Dr. Sonia Leziy, Dr. Ken Malament,  
Dr. Joerg Strub, Dr. Mauro Fradeani,  
Dr. Paul Seid, Dr. Bill Dickerson, Dr.  
Hoy Maier, Dr. Manfred Pfeiffer, Dr.  
Brahm Miller, Dr. Gianluca Gambar-

ini, Dr. Marco Martignoni, and Drs.  
Pedro, Leandro and Rogerio Velasco  
of The Velasco Group in Brazil.

Dentcubator has 10 standing com-  
mittees that receive proposals and  
evaluate them. This year alone, Dent-  
cubator fielded 70 proposals. Not  
only does the organization have the  
brains, they also have the much-  
needed financial capital and manage-  
rial expertise to bring new products  
to fruition.

Dentcubator is currently in the pro-  
totyping and testing phase for several  
new products, ranging from a new  
endodontic file system to advanced  
periodontal technology, and even  
new software. A bit further back in  
the pipeline are a new obturation sys-  
tem, a bur made of a completely new  
material and number of biomarkers.

During this year's Greater New  
York Dental Meeting (GNYDM), Dent-  
cubator is holding its third annual  
meeting. In attendance, among many  
others, are Dr. L. Stephen Buchanan,


Dr. Marc L. Nevins, Dr. John T. Mc-  
Spadden, Dr. Richard Meissen, Dr.  
Lorne Lavine, Dr. Thomas J. McGarry  
and Barbro K. Brånemark of the  
Brånemark Osseointegration Center  
in Gothenburg, Sweden.

Dentcubator members said that  
New York is a fitting location for the  
group, given the GNYDM's position  
as the premier international dental  
meeting in the United States. The  
group's leaders expressed gratitude  
to organizers of GNYDM for helping  
spread the word about what it does.

"Dentcubator received an enor-  
mous number of submissions this  
year, thanks to publicity we received  
through the e-mail blast GNYDM  
sends to its members," the chairman  
of Dentcubator said. "To our delight,  
we received responses from a number  
of countries as far away as India."

Dentists who would like to sub-  
mit proposals to Dentcubator are  
invited to contact the group at [ideas@  
dentcubator.com](mailto:ideas@dentcubator.com).

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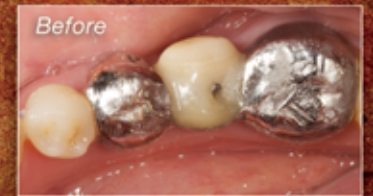
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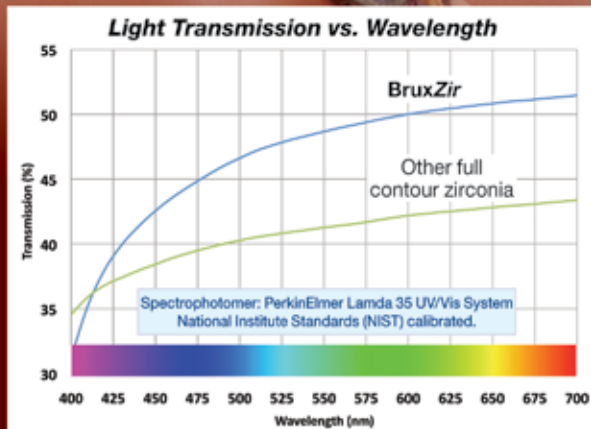


*This patient fractured a porcelain all-ceramic crown on the second molar and chipped the first molar. Both crowns were replaced with BruxZir.*



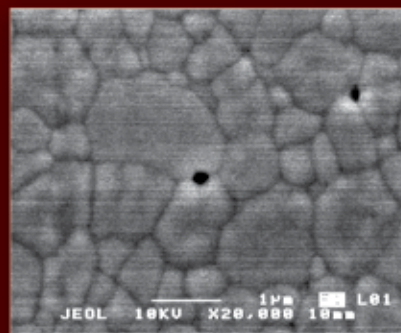
*This patient presented with a predominantly cast-metal bridge and desired a more esthetic option. A high-strength BruxZir bridge was prescribed.*

## BruxZir®: Scientific Validation

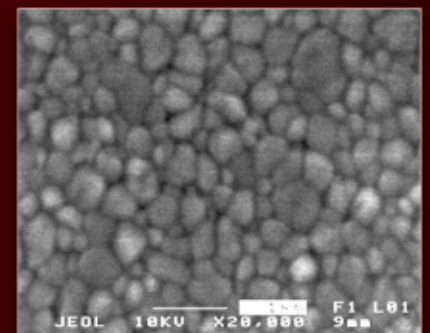


BruxZir exhibits higher light transmission, resulting in a more natural shade value.

### SEM of sintered isostatically-pressed zirconia



### SEM of sintered colloidal-processed BruxZir



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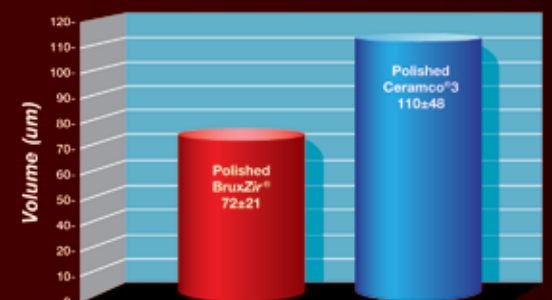
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# Scenes from the show



• To hear more about Ultradent products, stop by booth No. 417.



• Eamon Knitel, left, and Ken Bishara of KAVO Dental (booth No. 5615).



• Do you need new, innovative wall art for your dental office? If so, stop by booth No. 3023 and ask about the signed prints.



• GNYDM attendees break for lunch and conversation.



• Get your face painted creatively for free at the Valplast booth (No. 4637) like Stephanie Hernandez, from left, Robinson Cercets and Yeimmy Fernandez.



• Shane McElroy shows an attendee Meisinger's high-quality rotary instruments at booth No. 2829.



• Michael Semmel, right, and Andrew Brown can tell you about the kit promotions at Axis Dental (booth No. 4632).



• Got a craving for something sweet? Stop by Freshens Frozen Treats (outside Aisle 2700/2800 in the exhibit hall) for an afternoon delight.





• CAMLOG's Justine Cutler speaks to an attendee about the benefits of the company's product line.



• Bob Gannon of SybronEndo (booth No. 4427) teaches meeting attendees about endodontic files.



• Henry Schein Chairman and CEO Stanley M. Bergman welcomes attendees at the 2010 FOLA leadership breakfast on Monday morning.

Photos by DT Editors  
Robin Goodman,  
Fred Michmershuizen  
and Sierra Rendon



• Behind on your Christmas shopping? Beautiful, artistic jewelry is available at A Fashion Hayvin (No. 3022), and if you buy two pieces, you get one free!



• Snap-On Smile inventor Marc Liechtung speaks to attendees about the benefits of the device he created.



• Would you be interested in free Dental GPS software for three months? Stop by the booth (No. 1513) to find out more.



• Sharon Crisman of Practicon (booth No. 5122) holds Magi Dragon, one of the company's many furry creatures designed to get kids excited about brushing and flossing.



• Roy Shu, left, and Michael Bayer of Shu Dental Laboratory (booth No. 2006).



• Dr. Fresh's Christy Hubbard, right, and Alexi Trujillo introduce attendees to the new kits that include a Hello Kitty or Spiderman toothbrush, flossers, toothbrush cap, toothpaste and stickers in a handy to-go bag for only \$1!



• Henry Schein ProScore gives you the ability to repair your own handpieces. You can learn more from Dyan Jayjack in booth Nos. 1015/1023/1417/1820.



# Proper waste management: how to go about it

By Kristine Colker, Managing Editor

■ From 10 to 11 a.m. today, Al Dubé will present “Mercury Amalgam Waste, OSHA and Regulatory Issues Affecting Dentists.” This course walks clinicians through aspects of waste from dental offices.

**Your DTSC Symposia session is “Mercury Amalgam Waste and OSHA and Regulatory Issues Affecting Dentists.” Please tell us about what participants can hope to get out of it.**

Most dental practices are not aware of the procedures necessary or required relative to mercury issues and certainly OSHA issues. My goal is to

present information for participants to better understand their responsibilities and give them some direction into working to compliance with requirements.

**Could you go into a little more detail about clinicians' legal liabilities when it comes to waste management? What are some of the most important things clinicians should be aware of in regards to waste management?**

Waste management is critical for dental practices, as there are legal liabilities associated with the disposal of waste. As an example, in a recent case in Massachusetts, some dental offices were giving and, in some

cases, selling some of their waste to a local company they believed would dispose of the material in a proper manner. However, some of this waste was mercury bearing.

The local company, as a part of their process, dumped excess water from some of the collected waste down the drain. The discharged water contained large enough concentrations of mercury that local and state authorities (who monitor such things) noticed a spike in mercury in the waste-water stream at the treatment plant.

The regulators were able to trace the source back to the waste hauling company. State environmental police

## About the speaker



Al Dubé is national sales manager, dental division, of SolmeteX, a division of Layne Christensen. Dubé was one of the founding members of SolmeteX in 1994 and was involved in several aspects of the development of the company. He has been working in the water treatment industry for 17 years.

showed up at the business one day to inspect the operation. When shown the process, the owner was arrested in violation of state and federal environmental laws.

Now the facility needs to be cleaned up. The owner has no money for the clean-up, so the state and federal government will be collecting from the dental office whose waste was used at the facility. In a similar case in Connecticut, the resulting fee was \$10,000 per dentist.

**Would you say your presentation is geared toward a specific audience or is it more general? Is there anything attendees need to know ahead of time in order to understand it?**

The presentation is more of a general conversation to help dental offices understand their liabilities and responsibilities for both waste and OSHA compliance requirements

**What role does PureLife play in helping clinicians manage waste responsibly? What are some of the products or services the company can provide to interested practices?**

PureLife provides a service for dental offices by monitoring waste streams in the dental office. The service is to manage the waste streams in a timely manner, lightening the load for waste management from the office by providing replacement buckets when due, providing red bag service and a do-it-yourself OSHA kit.

**If there is one thing you could say to attendees to encourage them to attend your presentation, what would it be?**

Waste management and OSHA can seem like a small part of the dental practice operation; however, the liabilities and exposures can have a dramatic effect on the practices' ability to operate. This conversation is designed to remind and assist in the proper management to minimize or eliminate liabilities.

**Is there anything else you would like to add?**

Being responsible does not have to be expensive. Having a company assist in servicing these waste streams provides an easy and cost-effective solution to managing the waste from dental offices.

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