

# today



## It's about the extractions

Once CDA Presents is over, it's time to learn all you've wanted to know about exodontia.

»page 3



## Six times the comfort

There is an easy way to achieve proper dental isolation and moisture control.

»page 6



## A camera designed just for you

Dental photography requires special needs, and this camera just may fit the bill for all of them.

»page 10

# Get ready for anything



• Attendees wander around outside the Anaheim Convention Center. (Photo/*today* file photo)

■ As one of the largest dental conventions in the nation, CDA Presents The Art and Science of Dentistry offers seemingly countless opportunities for learning, socializing and more.

For the next three days, you can earn C.E. credit while getting the scoop on the latest clinical and technological advancements, see hundreds of West Coast product launches and explore a comprehensive exhibit floor featuring approximately 575 companies.

## Educational sessions

With a myriad of choices, ranging from lectures to hands-on workshops to corporate forums, it's hard to know where to start when it comes to obtaining those C.E. credits. Here are what promises to be some of the educational highlights of the show.

- "Why Porcelain Breaks: Occlusion for the Esthetic Restorative Practice" — This course, presented by John

»see *ANYTHING*, page 2

# Head outside and explore Orange County

■ Want to have some fun in Orange County when you aren't at the meeting? Check out the ideas below.

## Disneyland

Discounted Disneyland Resort theme park tickets are available to attendees during CDA Presents. These tickets are created just for attendees and are not available at the front gates of the theme parks. To purchase these tickets, visit [cdapresents.com](http://cdapresents.com) or [disneyconventionear.com/ZMCD15A](http://disneyconventionear.com/ZMCD15A).

## Disneyland fireworks

The best place to watch Disneyland's nightly fireworks display is from inside the gates, but it's not the only place you can see them.

Just outside the gates of Disneyland and Disney California Adventure is the main esplanade. If you face the entrance to Disneyland, it's almost like having a front row seat.

Ralph Brennan's Jazz Kitchen in Downtown Disney has upstairs balcony seating that gives you an

amazing view. The outdoor seating at Naples Italian Restaurant also has a few tables that give you a direct view.

Want something a little more private? Hotel Menage, located right by Disneyland and Interstate 5, has one of the best views around. It has an outdoor bar and patio that gives you a direct view of the Matterhorn, where you can actually see the fireworks shooting off the top of the mountain.

»see *ORANGE COUNTY*, page 22



• If you want to watch fireworks, Disneyland has them every night — and you don't need to be there to see them. (Photo/[www.freeimages.com](http://www.freeimages.com))

**ANYTHING** *from page 1*

Cranham, DDS, will provide attendees with the necessary occlusal information to perform complex cosmetic and restorative procedures. Takes place from 9–11:30 a.m. today.

- “Demythifying the Endo/Implant Controversy: A Panel Discussion” – Moderated by Frank T. Curry, DDS, this lecture will feature a panel discussion with six expert dentists who will discuss the endodontic vs. implant controversy. Attendees can expect to take away an understanding of treatment planning for endodontic treatment vs. implant replacement of a compromised tooth. Takes place from 12:30–3 p.m. Friday.

- “The 360 Experience” – Hosted by four industry-leading, nationally recognized speakers, this full-day

**Here in Anaheim**

The CDA Presents event in the CDA app has been updated to include information for the Anaheim convention. The app features easy access to meeting schedules and speaker information, exhibitor and product listings, interactive maps, real-time alerts such as course availability, an integrated social media hub and information on local hotels, restaurants and attractions. Search C.E. courses by day, topic and speaker. Download the CDA app from the App Store for iPhones or the Google Play Store for Android users.


lecture series includes individual breakout sessions for restorative, assisting, hygiene and business management roles within the dental team. Takes place from 8:30 a.m.–4:30 p.m. Friday.

**New products**

The exhibit hall floor at CDA Presents will boast nearly 100 new West Coast product launches, allowing dentists to stay current on the latest trends in the industry. Some of these products include the Excellerator RT from Propel Orthodontics (booth No. 1640), the MinerOss X from BioHorizons (booth No. 1373), the DrQuickLook SD Plus from DrQuickLook (booth No. 2437) and the BioRoot RCS from Septodont (booth No. 330).

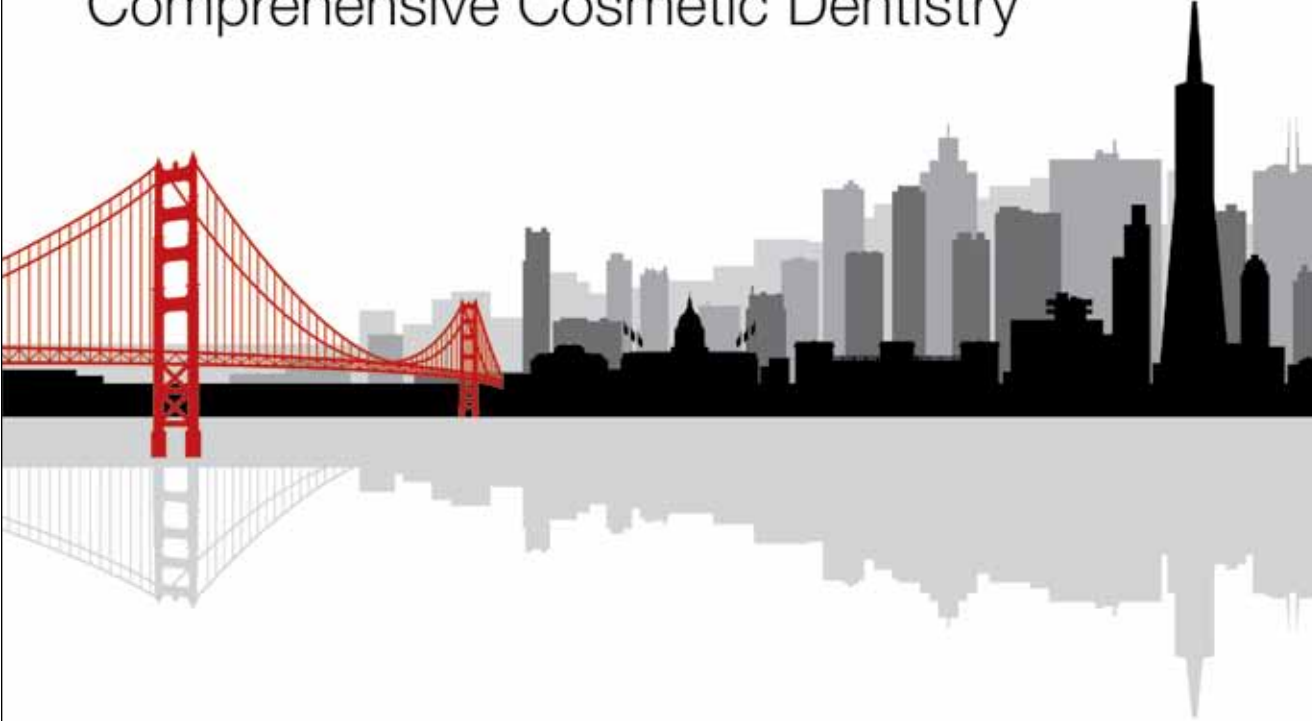
After checking out the latest products, dentists can stop by The Spot, the educational theater on the exhibit hall floor, for C.E. opportunities. At The Spot, dentists can attend the Smart Dentist Series of free one-hour lectures on topics ranging from Medicare enrollment to managing patient conflicts and more.

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# Exodontia at the tip of your fingers

By Nadean Burkett,  
Extraction Academy

■ It is estimated that more than 20 million teeth are extracted each year in the United States. Although it is considered a routine procedure, it is also one in which the most complications occur, including infection and pain, leading to discord in the doctor-patient relationship. Is it any wonder that extractions are the procedure most feared by patients and referred out by general practitioners?

To address this clinical challenge, Nexus Dentistry has developed the Extraction Academy. Dr. Gregory Greenwood, chief dental officer of Nexus, is an internationally renowned lecturer on the latest trends in oral, IM, IN and IV conscious sedation in dentistry and is a mentor to clinicians who want to master their knowledge and skills in surgical procedures. This is particularly relevant in tooth extraction, which arguably is the most difficult procedure to perform successfully.

The development of the Extraction Academy program was a collaboration with Greenwood's colleague, Dr.

## Here in Anaheim

The Extraction Academy will take place Sunday here in Anaheim. Topics include full-mouth extractions, impacted teeth, how to expose teeth for orthodontic treatment, wisdom teeth (any impaction category), calcified teeth, fully and partially 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. 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.

Kianor Shah, the visionary of the project. Although every dental school teaches students how to extract a tooth, it is stigmatized by the public as the most brutal dental procedure.

Greenwood and Shah share the belief that just because every dentist is trained to extract teeth does not mean they should. With current advancements and technology avail-



• Learn everything you ever wanted to know about exodontia at the Extraction Academy, taking place Sunday here in Anaheim. (Photo/Provided by the Extraction Academy)

able, extractions can be done safely and more comfortably for the patient.

The success of the Extraction Academy program is based on the teachings of both theory and technique, including how to avoid complications and retain a patient for life.

The skills learned and practiced by those dentists in the program are beneficial to both patient and doctor. Patients will no longer have the inconvenience and higher fees incurred when referred to a specialist, while the doctor's ability to retain the patient within his or her practice has both financial and other advantages.

For Greenwood and his colleagues at the Extraction Academy, the rewards in their teaching and mentorship with dentists are realized most

profoundly by the positive feedback of doctors who employ these techniques in their practice.

They also immensely appreciate the tremendous outpouring of support from their sponsors, which allows them to fulfill their commitment to global community outreach by working with charitable organizations, such as The Wisdom Tooth Project, Oral Health America and Mercy Ships, to provide access to quality clinical care to those less fortunate around the world.

The Extraction Academy is holding a one-day, hands-on workshop on Sunday immediately following the CDA Presents. For more information, please visit [www.extacademy.com](http://www.extacademy.com).



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# 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.

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 ask-

## For more information

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

ing 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.

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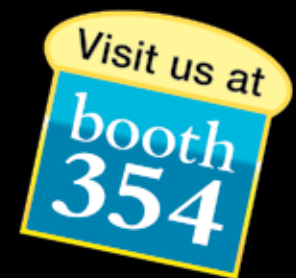
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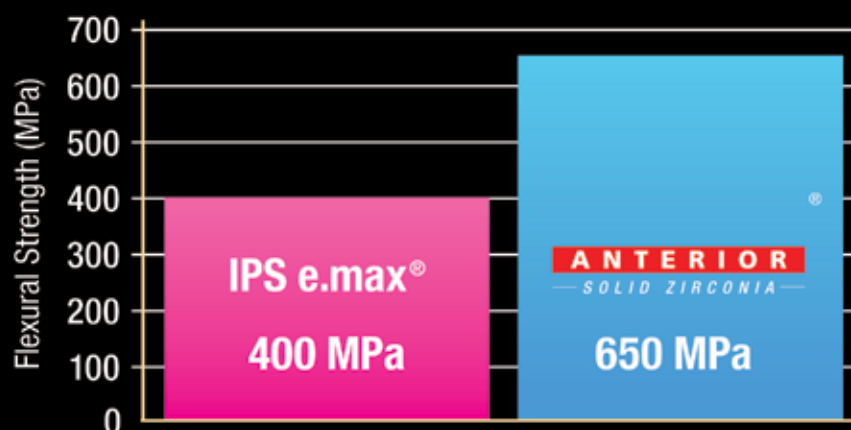
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# A dental isolation technique that is unlike anything else

By Isolite Systems Staff

■ Dental isolation is one of the most common and ongoing challenges in dentistry. The mouth is a difficult environment in which to work. It is wet and dark, the tongue is in the way, and there is the added humidity of breath, which all make dentistry more difficult.

Proper dental isolation and moisture control are two often overlooked factors that can affect the longevity of dental work — especially with today's advanced techniques and materials.

Leading dental isolation methods have long been the rubber dam — or manual suction and retraction with the aid of cotton rolls and dry angles. Both of these methods are time and labor intensive, and not particularly pleasant for the patient.

Enter Isolite Systems: Its dental isolation systems deliver an isolated, humidity- and moisture-free working field as dry as the rubber dam but with significant advantages, including better visibility, greater access, improved patient safety and a leap forward in comfort. Plus, it allows dentists to work in two quadrants at a time.

The key to the technology is the "Isolation Mouthpiece." Compatible with Isolite's full line of products, the mouthpiece is the heart of the system. It is specifically designed and engineered around the anatomy and morphology of the mouth to accommodate every patient, from children to the elderly.

The single-use Isolation Mouthpieces are now available in six sizes



• The Isolite mouthpieces are now available in six patient-friendly sizes. (Photos/Provided by Isolite Systems)



• The Isovac, Isodry and the Isolite.

and position in seconds to provide complete, comfortable tongue and cheek retraction while also shielding the airway to prevent inadvertent foreign body aspiration.

Constructed out of a polymeric material that is softer than gingival tissue, the mouthpieces provide significant safety advantages, and their ease-of-use can boost your practice's efficiency, results and patient satisfaction.

Isolite Systems provides three state-of-the-art product solutions for every practice, every operator: Isolite, illuminated dental isolation system; Isodry, a non-illuminated dental isolation; and the new Isovac, dental isolation adapter.

Using the Isolation Mouthpieces, all three dental isolation products isolate upper and lower quadrants simultaneously while providing continuous hands-free suction. This

## Here in Anaheim

Visit Isolite in booth No. 1643 or online at [www.isolitesystem.com](http://www.isolitesystem.com).

allows a positive experience where the patient no longer has the sensation of drowning in saliva/water during a procedure and the practitioner can precisely control the amount of suction/humidity in the patient's mouth.

Isolite Systems' dental isolation is recommended for the majority of dental procedures where oral control and dental isolation in the working field is desired. It has been favorably reviewed by leading independent evaluators and is recommended for procedures where good isolation is critical to quality dental outcomes.

Visit the Isolite booth at the CDA Presents meeting, No. 1643, or go to [www.isolitesystem.com](http://www.isolitesystem.com).

## SONICFILL 2

Kerr Corp., a member of KaVo Kerr Group, is pleased to announce the launch of SonicFill™ 2. According to the company, since the first SonicFill came to market, thousands of dentists have seen tedious, repetitive posterior restorations transformed into easy and reliable SingleFill placement: filling cavities up to 5 mm in depth in a single increment, with a single material and no liner or capping layer.

Retaining the same patented sonic-activation technology that made the original version successful, SonicFill 2 incorporates a new filler system containing nano-scale zirconium oxide and silica oxide particles. This change delivers excellent gloss, color-matching, wear resistance and strength to make bulk filling even easier and more reliable, according to the company.

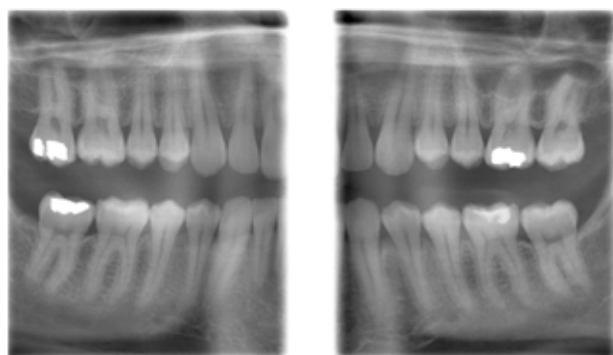
"With its low shrinkage stress and high depth of cure, SonicFill 2 enables successful bulk-fill procedures with seamless simplicity and efficiency," said Dr. Parag R. Kachalia, associate professor of reconstructive dentistry, University of the Pacific. "This is what dentists deserve and expect."

For more information on SonicFill 2 or to schedule a free trial, visit [www.kerrdental.com](http://www.kerrdental.com) or stop by the booth, No. 1340, here at CDA Presents.



• (Photo/Provided by Kerr Corp.)

# The Industry's #1 Digital Panoramic X-ray

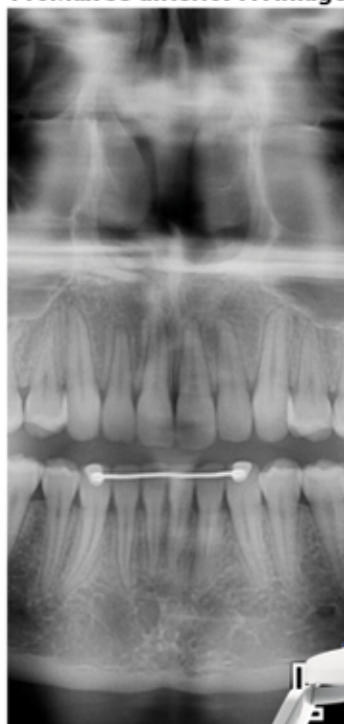


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\*According to "Efficacy of ProMax Bitewings vs. Intraoral Bitewings." For a copy of this study, please contact Planmeca USA.

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**PLANMECA**



# New at CDA: ZERO-G Bio-Implant Cement

By TAUB Products Staff

■ TAUB Products is excited to continue its launch of ZERO-G Bio-Implant Cement here at CDA Presents.

This past December at the Greater New York Dental Meeting, TAUB Products showcased ZERO-G Bio-Implant Cement, a first of its kind, along with FUSION-Zr resin cements. The booth featured Mrs. North Carolina America 2014 and the TAUB Products-sponsored 2014 NASA GTS2 North East Series Champion: #156 BMW M3 Racecar.

TAUB Products, along with Ed Matthews of Sure Business Logic, also



• The 2014 NASA GTS2 North East Series Champion: #156 BMW M3 Racecar. (Photos/Provided by TAUB Dental)

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The National Dental Association promotes oral health equity among people of color by harnessing the collective power of its members, advocating for the needs of and mentoring dental students of color, and raising the profile of the profession in our communities.



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hosted three courses presented by Dr. Ross Nash of The Nash Institute. You can learn more about upcoming courses by visiting The Nash Institute at [www.TheNashInstitute.com](http://www.TheNashInstitute.com).

ZERO-G Bio-Implant Cement is a dual-cure implant cement and is recommended for intermediate to long-term cementation of implant-retained restorations. ZERO-G Bio-Implant Cement works with all substrates and can also be used for traditional crown and bridge restorations.

According to TAUB Products, ZERO-G Bio-Implant Cement provides excellent radio-opacity for good visualization after cementation. This helps to facilitate a simple cleanup and allows diagnostic examination upon follow-up.

The new implant cement is retentive to allow easy removal of excess cement. Its unique color has great contrast to gingival tissue, enhancing visualization. ZERO-G Bio-Implant Cement is available as a kit (item No. 46-1000) that contains two 7.0-gram-filled syringes and 20 auto-mixing tips.

For the first time, ZERO-G Bio-Implant Cement is also available in a single-syringe package. The single-syringe product will be introduced this week at the booth.

## Here in Anaheim

Come learn about ZERO-G Bio-Implant Cement and FUSION-Zr resin cements at the TAUB Products booth, No. 1278, or go to [www.taubdental.com](http://www.taubdental.com).



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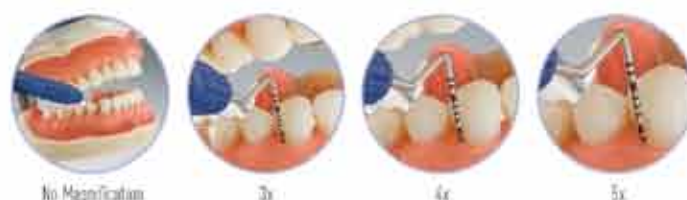


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