

DAILY AT THE ADA!

DENTAL TRIBUNE

The World's Dental Newspaper • U.S. Edition

FRIDAY, OCTOBER 19, 2012 — Vol. 6, No. 2

www.dental-tribune.com

SCENES FROM THE ADA

Wacky sunglasses, fun prizes for patients, live education and a steaming hot cup of coffee.

► pages 4 & 5



MORE THAN A CURING LIGHT

How advanced LED optics solutions can help you grow your practice and increase revenue.

► page 15



THINK PINK, BUY PINK

Promote the importance of early detection for breast cancer by purchasing pink products.

► page 26



So much to see



Meeting attendees explore offerings on the exhibit hall floor on Thursday, opening day of the ADA's 153rd Annual Session and World Marketplace Exhibition. Photos/Fred Michmershuizen, Dental Tribune

By Fred Michmershuizen,
Dental Tribune

There's a lot of excitement this week in the city by the bay. The American Dental Association reports that more than 33,000 attendees from 83 different countries are here in San Francisco for the 153rd Annual Session and World Marketplace Exhibition.

The meeting, a gathering of leaders in dental practice, research, academia and industry presenting continuing education courses and product exhibits, was kicked off on Thursday morning with the ADA Distinguished Speakers Series, featuring renowned political commentators Robert Reich and George F. Will.

On the exhibit hall floor, meeting attendees are able to explore, compare and purchase the latest dental products available from more than 600 suppliers and service providers.

Here is a sampling of just some of the many offerings available to meeting attendees:

► See SEE, Page 2

Education goes quickly at ADA

Workshops, free courses and Education in the Round presentations all on tap

By Robin Goodman, Dental Tribune

There may not be such a thing as a free lunch, but here at the ADA Annual Meeting, there are free courses, and Thursday's schedule boasted 39 of them. The day's lineup also included 27 workshops,

30 fee courses and two Education in the Round lectures, so the only problem one might have had was deciding which courses to attend.

Some of the first workshops of the day were sold out, such as Dr. Lee Silverstein's lecture on "Suturing for the Dental Practitioner and Staff." Silverstein's user-friendly demonstrations not only helped participants learn the fine art of suturing, but helped them understand the materials used and which techniques to employ for various clinical situations.

Just down the hall, Dr. Jonathan Parker's lecture on "Snoring and Sleep Apnea: A Successful Method for Choosing the

Right Appliance and Managing the Patient's Bite" was also sold out. Parker illuminated the features and characteristics of seven different oral appliances and shared a method for choosing the right appliance for every patient.

Today's course offerings are no less varied, with many starting at 8 a.m., so make sure you arrive early to score a good seat.

Dr. Lee Silverstein talks about 'Suturing for the Dental Practitioner and Staff' during his education presentation Thursday.

Photo/Robin Goodman, Dental Tribune





The folks at 3Shape (booth No. 5520) are showcasing their TRIOS digital impression solution for implant abutment cases. From left are Carl Horrocks, Sal Barajas and Nancy Jain.



Ken Kaufman, president and chief financial officer of Aribex (booth No. 845), says he's proud the company has produced its 10,000th NOMAD handheld X-ray system.



Lewis Soraich of HealthFirst (booth No. 1118) says the company's Tru Align device reduces the amount of X-ray exposure given to patients.

SEE, Page 1

- Aribex (booth No. 845) is showcasing its NOMAD handheld X-ray system. The company recently produced its 10,000th unit, which it donated to a humanitarian organization. "We've worked very hard to get to this point, and we cannot thank our customers enough for their continued patronage and support," said Ken Kaufman, president and chief financial officer of Aribex. "We're looking forward to many more exciting product achievements in the future."

- 3Shape (booth No. 5520), a provider of 3-D scanning and CAD/CAM software, is showcasing its TRIOS digital impression solution for implant abutment cases. TRIOS captures implant positions and soft-tissue emergence profiles in a unique dual-step workflow, thereby allowing optimal clinical and esthetic results. Using TRIOS digital impressions, 3Shape labs can directly design sophisticated digital implant models, custom-

Here at the ADA

For more information on any part of the ADA Annual Session, download the mobile app by searching for "ADA Annual Session 2012" in the app store.

ized abutments and the final crowns in a straightforward and integrated workflow that is both easy and patient friendly.

- DentalEZ Group (booth No. 1908) is unveiling two new major enhancements for its top-selling StarDental 430 handpiece. The first enhancement is a new StarBright Plug n' Play LED Swivel, and the second enhancement is the newest member of the 430 handpiece line, the 430 Satin. The new 430 Satin features the same stainless-steel construction and performance that each handpiece in the 430 series provides, yet has an updated new look. Dental professionals can now choose from either a high-gloss or satin finish when purchasing their 430 handpiece.

- OralCDx2, available from CDx Diagnostics (booth No. 5424), is an enhanced, second-generation version of its already powerful OralCDx BrushTest for the detection of oral pre-cancer and cancer. OralCDx2 includes biomarkers, cell cycle analysis and HPV testing, all of which is correlated with the presence of abnormal cellular morphology.

- HealthFirst (booth No. 1118) is offering Tru Align, a device that focuses on dental X-ray radiation and reduces the amount of exposure given to each patient (even beyond the level that digital X-rays provide). The device uses rectangular collimation to reduce radiation exposure in the dental chair. According to the company, it's the first device of its kind in the market that addresses the as low as reasonably achievable (ALARA) standard.

Of course, these are just some of the many offerings available here at ADA. The exhibits are open today and tomorrow from 9:30 a.m. to 5:30 p.m.

DENTAL TRIBUNE

The World's Dental Newspaper - US Edition

PUBLISHER & CHAIRMAN

Torsten Oemus t.oemus@dental-tribune.com

CHIEF OPERATING OFFICER

Eric Seid e.seid@dental-tribune.com

GROUP EDITOR

Robin Goodman r.goodman@dental-tribune.com

EDITOR IN CHIEF DENTAL TRIBUNE

Dr. David L. Hoexter d.hoexter@dental-tribune.com

MANAGING EDITOR SHOW DAILIES

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

Gina Davison g.davison@dental-tribune.com

PRODUCT & ACCOUNT MANAGER

Mara Zimmerman
m.zimmerman@dental-tribune.com

MARKETING MANAGER

Anna Kataoka-Wlodarczyk
a.wlodarczyk@dental-tribune.com

PROJECT AND EVENTS COORDINATOR

lyoung@dental-tribune.com

C.E. MANAGER

Christiane Ferret c.ferret@dtstudyclub.com

Dental Tribune America, LLC

116 West 23rd St., Ste. #500

New York, N.Y. 10011

(212) 244-7181

Published by Dental Tribune America

© 2012 Dental Tribune America, LLC

All rights reserved.

Dental Tribune strives to maintain the utmost accuracy in its news and clinical reports. If you find a factual error or content that requires clarification, please contact Managing Editor Robert Selleck at r.selleck@dental-tribune.com.

Dental Tribune cannot assume responsibility for the validity of product claims or for typographical errors. The publisher also does not assume responsibility for product names or statements made by advertisers. Opinions expressed by authors are their own and may not reflect those of Dental Tribune America.

EDITORIAL BOARD

Dr. Joel Berg
Dr. L. Stephen Buchanan
Dr. Arnaldo Castellucci
Dr. Gordon Christensen
Dr. Rella Christensen
Dr. William Dickerson
Hugh Doherty
Dr. James Doundoulakis
Dr. David Garber
Dr. Fay Goldstep
Dr. Howard Glazer
Dr. Harold Heymann
Dr. Karl Leinfelder
Dr. Roger Levin
Dr. Carl E. Misch
Dr. Dan Nathanson
Dr. Chester Redhead
Dr. Irwin Smigel
Dr. Jon Suzuki
Dr. Dennis Tartakow
Dr. Dan Ward

Tell us what you think!

Do you have general comments or criticism you would like to share? Is there a particular topic you would like to see articles about in Dental Tribune? Let us know by e-mailing feedback@dental-tribune.com. We look forward to hearing from you! If you would like to make any change to your subscription (name, address or to opt out), send us an e-mail at database@dental-tribune.com and be sure to include which publication you are referring to. Also, please note that subscription changes can take up to six weeks to process.

Evolve.

GIOMER TECHNOLOGY

taking dentistry to the next level

Text SHOFU

to
US411
(87411)

SPECIAL OFFER*

Beautiful Flow Plus®

Finally, an Injectable Hybrid Restorative for All Indications

F00
Zero Flow

Stackable

F03
Low Flow

Self-leveling



NEW.

BeautiSealant

Fluoride Releasing Pit & Fissure Sealant System



Beautiful® II

A Nano-Hybrid Composite with Fluoride Release & Recharge



BeautiBond®

One Adhesive: Two Powerful Monomers



**Visit Us
Booth#2032**

Visit www.shofu.com or call **800.827.4638**



Key Features of Giomer Materials

S-PRG filler material clinically:

- Recharges fluoride when treated with fluoridated products
- Decreases acid production of cariogenic bacteria
- Neutralizes acid on contact
- Slows demineralization, while promoting remineralization of enamel
- Demonstrates an anti-plaque effect

SHOFU

Text FLOWABLE

to
US411
(87411)

FOR SPECIAL DOUBLE OFFER*

Scenes from Thursday



Meeting attendees listen to a presentation at the Pride Institute Technology Expo, located at the ADA CE Hub on the exhibit hall floor.



Frank Cortes of Directa AB (booth No. 5513).



Tracy Broders, left, and Randy Bailey of Shofu Dental Corp. (booth No. 2032).



Meeting attendees listen to an educational presentation at DEXIS (booth No. 2020).



Gary Mahr, left, and Phil Armijo of Mydent International (booth No. 1541).



Meeting attendees stop by the Henry Schein booth (No. 1026) on Thursday morning.

Photographs by Fred Michmershuizen, Dental Tribune



Ryann Van Riper, left, and Heidi Pineda of PBHS are the women with the flashing lanyards. Get yours at booth No. 5514.



Meeting attendees learn about mini implants at Shatkin F.I.R.S.T. (booth No. 5526).



Katherine White of Glidewell Laboratories (booth No. 1002).



Dental assistants dress up for a photo booth shoot at Televox (booth No. 1518). From left are Brenda Heckman, Pamela Clark and Britney Allen.



Andy Jensen, left, and Ian Zipursky of Curve Dental.



The Live Patient CAD/CAM Stage, sponsored by E4D and Patterson Dental, offers free, 90-minute courses. The demonstrations are taking place in the ADA CE Hub in Exhibit Hall C.



Treasure Tower Rewards (booth No. 6754) allows you to reward your young patients with fun prizes. From left are Ginny Potter, Rod Potter, Leigha Westover and Kathy Ruggiero.



‘Get found, get chosen, stay connected’ is the motto of Sesame Communications (booth No. 2520). From left are Kristin Leavitt, Susan Richardson and Sasha Thompson.



Mark Shainberg, left, and Rick Lindquist of PreXion (booth No. 2320).



John Catania, left, and Tony Ginestra of Acteon North America (booth No. 1840).



A meeting attendee sits down to learn more about E4D technology at the booth (No. 1036).



How about offering some coffee to your staff and patients? Kim McQueen of Patterson Dental Supply (booth No. 727) can show you how.

Renew your passion

By LVI Staff

Welcome to the ADA Annual Session, and congratulations on actively moving your understanding and professional success forward. It is only through excellent education that we individually grow and develop as dental health professionals and, through that, build a practice that is not just successful but delivers comprehensive and high-quality care.

As a patient, I expect the best care I can find. As a dentist, I want

For more information

For more information on the Las Vegas Institute for Advanced Dental Studies, visit www.lviglobal.com.

to deliver the best care possible. That takes us to the power of continuing education and, as dentists, we are faced with many choices in continuing education.

As a way to introduce you to the Las Vegas Institute for Advanced Dental Studies, or LVI, I want to outline what LVI is about and what void it fills in

your practice. The alumni who have completed programs at LVI were given an independent survey, and unlike the typical surveys of dentists, 99.7 percent love being a dentist, and of those surveyed, 92 percent enjoy their profession more since they started their training at LVI. That alone is reason enough to go to LVI and find out more.

While the programs at LVI cover the full breadth of dentistry, the most powerful and life-changing program is generally reported as being Core I, or "Advanced Functional Dentistry – The Power



Photo/Provided by LVI

AD

10

SIDEX 2013
Seoul International Dental Exhibition
& Scientific Congress

coex 3F Hall C, D
May 3(Fri) - 5(Sun), 2013

www.sidex.or.kr
81-7 Songjeong-dong Seongdong-gu, Seoul 133-837, Korea E-mail : sda@sda.or.kr
Tel : +82-2-498-9146 Fax : +82-2-498-9147

of Physiologic Based Occlusion." This program is a three-day course that is designed for clinicians and their teams to learn together about the power of getting their patients' physiology on their side.

In this program, clinicians can learn how to take control of their practice and start to enjoy the full benefits of owning a practice and providing high-quality dentistry. Regardless of whether it is a solo practice or a group setting, every dentist can start the process of creating comprehensive care experiences for their patients.

We will discuss why some cases dentists are asked by their patients to perform are actually dangerous cases to restore cosmetically. We will discover the developmental science behind how unattractive smiles evolve and what cases may need the help of auxiliary health-care professionals to get the patient feeling better.

The impact of musculoskeletal signs and symptoms will be explored, and we will look at how the supporting soft tissue is the most important diagnostic tool you have — not simply the gingiva but the entire soft-tissue support of the structures and not just in the mouth but also in the rest of the body.

A successful restorative practice should not be built on insurance reimbursement schedules. An independent business should stand not on the whims and distractions of a fee schedule but rather on the ideal benefits of comprehensive care balanced by the patients' needs and desires.

Dentistry can be a challenging and thankless business, but it doesn't have to be. Through complete and comprehensive diagnosis, there is an amazing world of thank yous and hugs and tears that our patients bring to us when we change their lives. The Core I program at LVI is the first step on that journey. That's why when you call, we answer the phone: "LVI, where lives are changing daily!"

DentLight

ADA
Booth 5563

Profit from the Most Innovative LED Optics Solutions

SafeLoupe

Laser Filter



Convert your loupe to laser loupe!

- Clip-on to loupe ocular rim
- Lightweight and comfortable
- Minimum light loss
- No color distortion

FUSION

Award-winning Curing Light



Focused beam

- 5-sec rapid cure
- Solid metal durability
- Cordless
- Lightweight
- Easy Access



DOE SE

NEW

Enhanced Oral Exam



Oral Lesions
Cancers
Virus

Composite Removal

Caries, Cracks
Root Canal Orifice



Most Comfortable Light

"Smallest and brightest headlight"

- Increased vision ...
- Increased revenue ...
- Increased oral care!

Fit on all loupes



VOTED "Fastest ROI"
*The dental instruments
which pay back
within 30 days*



FOR SPECIALS: CALL 800-763-6901

www.dentlight.com

Practical implantology courses for clinicians

Continuing education in dental implantology has traditionally focused on theoretical aspects. However, since 2003, the Trignon Collegium Practicum has organized practice-orientated dental implantology courses based on the model of surgeon training in European hospitals, enabling dentists to have a firmer grasp of implantology.

Entering implantology can be difficult for dentists to achieve successfully. It is not a subject of university education, and with international universities and courses being focused largely on theoretical orientation, it proves a time-consuming endeavor.

Furthermore, in international education and training programs, the dentists almost never work on patients or might work on phantom cases, classified as hands-on.

This, according to Prof. Rainer Valentin, board member of the German Society for Dental Implantology (DGZI), led to education in implantology placing an increasing emphasis on theoretical training, which then results in a neglect of practical experience and, most importantly, the proof thereof.

This phenomenon is repeated globally and results in dentists often lacking confidence and developing a fear of complicated cases, which essentially leads to long pauses between individual implants and a limited learning curve.

Learning by doing

The Q-Implant Marathon is one reaction to this situation in the continuous-education sector. Started in 2003 in Cuba, and conducted more than 70 times in four countries worldwide, the course is designed to be purely hands-on with a real patient experience under strict supervision from international surgeons and university hospitals.

Participants with a strong theoretical foundation in implantology spend five days assisting in and performing surgery, placing approximately 30 implants within this short period.

"One is only confident doing what one knows," said Dr. Harald Glas from Vienna, summarizing the positive effect of practical education.

During the Q-Implant Marathon, Glas worked with international peers and supervisors on several cases a day. Every case is discussed beforehand with the supervising tutor and assisting surgeon; furthermore, even during the surgery, questions about surgical treatments are addressed.

Patients are prepared and followed-up by the resident team of the university hospital and, in most cases, are immediately provided with long-term temporary restorations so participants can see the result of the treatment and complete their photographic documentation.



The Q-Implant Marathon team with participants in Santo Domingo.

Photos/Provided by Trignon Collegium Practicum



The Q-Implant Marathon team works on a patient.

The phased approach of the Q-Implant Marathon, which accounts for 45 dental C.M.E. points, divides participants into three levels: beginner, advanced I and advanced II.

This gives dental practitioners an opportunity to learn the relevant practical knowledge they require at their home clinics.

Beginners' courses work on basic implant cases whereas surgeons with considerable experience can venture into more complicated cases with the knowledge and safety of having a supervisor to discuss the case and assist during surgery.

The concept of hands-on courses has been influenced by surgeon training in European hospitals where emphasis on practical surgical training of young doc-

tors is at the center from day one. The experienced surgeon guides the hand of the assistant physician and gives him the experience of working on patients while in a safe and controlled environment.

"Learning by doing is the most successful way to gain experience in implantology, and that is why we do it that way," said Dr. Alfredo Valencia, the scientific director of the Q-Implant Marathon program.

A focus on the United States

Today, the concept has been rolled out throughout three permanent locations worldwide, with one in the Dominican Republic and two courses in Asia. In the last eight years, the Trignon Collegium Practicum has seen more than 2,000 dentists participate in the Q-Implant Marathon with more than 12,000 patients treated



A group of Q-Implant Marathon participants in Santo Domingo.

Contact information

The Q-Implant Marathon is conducted six to eight times a year in the Dominican Republic and Asia. To find out more about the Q-Implant Marathon, contact Optimum Solution Group, Mac Kubiak, by phone at (877) 705-1002, e-mail info@optimumsolutiongroup.com or online at www.implantologycourses.com.

and more than 30,000 implants placed.

The decision to conduct these hands-on courses in the Dominican Republic stems from the rising number of dental implantologists in the United States and its surrounding regions, a growing number of patients demanding a high level of care and the overall lack of practice-orientated courses in close proximity to American dentists.

The course in the Dominican Republic is based in Santo Domingo and has been conducted more than 26 times. This course collaborates with private clinics, where the clinic equipment is comparable to U.S. standards; similarly, the infrastructure is more or less comparable to the situation in the United States.

All of the Trignon Collegium Practicum courses have ensured that conditions under which surgeons work have appropriate standards, including surgical equipment, professional tooth scaling for patients, digital X-ray equipment and modern dental treatment chairs.

The head instructor for the Q-Implant Marathon in Santo Domingo is Valencia, who studied human medicine at Oviedo University in Spain and specialized in stomatology, oral-maxillofacial surgery and implantology over the years. Valencia is supported by a team of assisting tutors, whom he personally recruited. Most of these tutors have learned implantology from him.

"So I know them well and it is easy for me to work with them," Valencia said.

The atmosphere is harmonious: even after 12 hours in the surgery room, the groups still like to meet for an evening meal. Courses in Santo Domingo have developed even further over time with regard to patient care and the technical aspects of surgery. One of the most important improvements has been patient selection. The local team is now able to assign patients to suit the ability and the needs of participants.

Sirona Connect Users Pay Less

New

Visit us
at booth
#1002



Unbeatable quality,
service and value

INCLUSIVE*

Custom Implant Abutments
Titanium or Zirconia*

\$259/unit

via Sirona Connect†
(\$299/unit list price)

The most prescribed brand
of full-contour zirconia!

BruxZir®

SOLID ZIRCONIA RESTORATIONS

\$79/unit

via Sirona Connect†
(\$99/unit list price)



The ultimate in metal-free
esthetics and durability

IPS e.max®

Lithium Disilicate Glass Ceramic

\$79/unit

via Sirona Connect†
(\$99/unit list price)



*Available for most popular implant systems.

†Price valid for model-free Inclusive Custom Abutments, BruxZir and IPS e.max restorations
fabricated from a digital file via Sirona Connect. Price does not include \$7 overnight return shipping.
IPS e.max is a registered trademark of Ivoclar Vivadent.

For More Information

888-974-5368

www.glidewelldental.com



**GLIDEWELL
LABORATORIES**

Premium Products - Outstanding Value