

today



DTSC Symposia

For the fifth year, complement your educational experience with the Dental Tribune Study Club Symposia and earn C.E. credits.

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Are you Google-able?

Why Google may have a greater impact on your practice than you know, and three steps you can take to make sure you're set for success.

»page 4



Tips for the road

Before you pack your bags, you'll want to be fully prepared. Our handy guide has all the information you need to know before you go.

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Moving right along

2012 Greater New York Dental Meeting prepares for 88th annual meeting with top-notch education, more than 600 exhibitors and help for those affected by Hurricane Sandy



• The New York City skyline. (Photo/NYC and Company)

By Jayme S. McNiff, Program Manager, Greater New York Dental Meeting

■ In the aftermath of Hurricane Sandy, the Greater New York Dental Meeting (GNYDM) will not only be open for business as usual, offering the most elaborate, advanced and largest exhibit floor and the highest

quality of educational opportunities, but the organization is also committed to fulfilling its strong obligation to assist dentists who have been affected by the storm.

To this end, the meeting is planning a series of expert-led symposia examining all aspects of practice recovery to aid dentists throughout

the Northeastern United States who were affected by the storms. The program may include:

- Licensing, insurance recovery,

human resources, credit lines and other pressing issues

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Join us for the fifth annual Dental Tribune Study Club Symposium

■ As the official online education partner of the Greater New York Dental Meeting, Dental Tribune is once again teaming up with the meeting's organizers to offer four days of symposia in various areas of dentistry.

World-renowned speakers such as Dr. Howard Glazer, Dr. Mark Duncan, Dr. Mark McOmie, Dr. Louis Malcmacher, Dr. Franklin Shull, Dr.

George Freedman, Dr. Fay Goldstep, Dr. Gary Henkel, Dr. Ron Kaminer, Dr. Mike Rethman, Dr. Robert Horowitz, Dr. Chris Glass, Dr. Ron Jackson, Dr. David Evans, Dr. David Hoexter and Dr. David Peck will speak on a variety of topics from flowable resins to minimally invasive dentistry to bone grafting to endodontics and digital dentistry.

Participants of any of the sessions will not only earn C.E. credits but also gain an invaluable opportunity to learn diverse aspects of dentistry and how to integrate a variety of treatment options into their practice. For exact program details, check the schedule at www.DTStudyClub.com/gnydm.

We look forward to seeing you in New York!

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Published by Tribune America
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today Greater New York Dental Meeting Show Preview appears in advance of the Greater New York Dental Meeting in New York City, N.Y., Nov. 25–28, 2012.

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- Preparation and submission of insurance claims (physical damage and business interruption)
- Loss accounting for insurance and tax-related considerations
- FEMA assistance and other governmental support mechanisms
- Addressing the cash-flow and capital funding challenge
- Small Business Administration efforts
- The legal aspects of disrupted patient care

In addition, the GNYDM, in its commitment to support its colleagues as they rebuild and rehabilitate their practices, has contacted the Dental Trade Alliance and other GNYDM exhibitors and encouraged them to offer special sales and expedited deliveries as well as extended credit terms on merchandise and small equipment purchases.

Organizers also anticipate there to be opportunities to purchase demo equipment on the show floor at deep discounts.

Exhibit floor

In 2011, the GNYDM registered 53,789 attendees from all 50 states and 127 countries. With its ever-expanding exhibit floor, the GNYDM boasts 1,500 exhibit booths, including more than 600 companies.

The continuous partnership with the U.S. Department of Commerce International Buyer Program provides the opportunity to meet many worldwide senior level volume buyers as well as export counseling by government specialists to increase sales.

Educational highlights

- Friday, Nov. 23, kicks off the meeting with Dr. Bernard Touati and Jean-Marc Etienne presenting "Anterior Implant Esthetics" at the New York Marriott Marquis Hotel in the Westside Ballroom 5th Floor.
- Build your own website for your dental practice in a new and unique three and a half hour hands-on workshop offered Saturday through Wednesday; the GNYDM will supply the computers and attendees should bring a USB flash drive with pictures and office information. Attendees will leave this workshop with a fully functioning website.
- Don't miss the first ever "Smoking Cessation Seminar," offering professionals an effective way for dentists to deliver tobacco dependence treatment. This will be presented on Monday, Nov. 26.
- *Botox, Dysport and dermal fillers*: These unique hands-on workshops introduce procedures on actual patients to teach dentists skills on how to use Botox/Dysport and dermal fillers in their practices; courses are offered Saturday through Tuesday.
- More than 100 hands-on workshops feature the latest technological advances and the newest dental materials.
- *Sleep & Appliance Expo*: Four

days of the latest research and awareness of dental sleep medicine. Learn how to establish dental sleep medicine protocols in your practice, identify patients at risk, integrate medical practice systems and treat patients successfully. Programs are offered everyday

- Be a part of the "Dentaverse Launch" with Dr. Larry Rosenthal's all-day seminar on Sunday, Nov. 25 and his "Live" program all day Wednesday

• *Learning and Lunch*: Three days of Learning and Lunch programs are offered Sunday, Monday and Tuesday. Attendees receive free C.E. and a free lunch at the close of the program; space is limited.

- *Invisalign Expo*: Four days of Invisalign programming is offered everyday for the entire dental team.

Learn how to incorporate Invisalign into your practice today.

- *DentalXP*: This series offers lead speakers Dr. Henry Salama (Saturday, Nov. 24), Dr. Ronald Goldstein (Sunday, Nov. 25) and Dr. David Garber (Monday, Nov. 26).

"Live" demonstration arena

The "Live" dentistry arena, a 430-seat high-tech patient demonstration area, offers revolutionary concepts of treating patients with new materials and applications. It takes place right on the exhibit show floor every morning and afternoon, Sunday through Wednesday. There is no cost to attendees.

Greater New York Smiles

The GNYDM gives back to the communities of New York City each year, by

bringing together 1,300 grade-school children for the most unique children's dental health-care program in the country.

For the past four years, with leading sponsorship from Colgate Palmolive Company, DentaQuest (Doral) and the United Federation of Teachers, the Greater New York Smiles program has supported oral hygiene education and dental screening for New York City's third- and fourth-grade public school children.

This year's Greater New York Smiles is set to take place from Monday, Nov. 26 to Wednesday, Nov. 28. The program will include 1,500 children brought by school buses from various New York City public schools throughout the five boroughs on a class trip to the GNYDM at the Jacob K. Javits Convention Center.

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Importance of being 'Google-able'

The domain where visibility equals increased patient volume

■ How important is Google? Important enough that it's now part of our daily lexicon. We don't search online; we "Google" it.

From Halloween costumes to health care, we all use the world's dominant search engine to locate what we need.

Just take restaurants, for example. Millions of diners turn to Google on a



(Photo/Provided by Ceatus Media Group)

daily basis to read about restaurants their friends are talking about. And if a restaurant's website doesn't appear

when you search, you may wonder how good it really is — even though, in reality, there is no connection between the quality of the food and the restaurant's Internet visibility.

Consumers use Google for everything, not just restaurants. This includes one of the most important aspects of their lives: health care. In fact, according to one report, some 84 percent of Internet users have used the Internet to search for health-care information in the past year, with 52 percent searching on behalf of loved ones.

How do they find the information

In New York



On Tuesday from 12:45 to 1:45 p.m., Dr. David Evans will present "Perfect your Online Presence," sponsored by Ceatus Media Group, as part of the DTSC Symposium. In his session, he will focus on the various factors that influence Internet presence and describe how dental practices can attain high Internet presence. This course will provide information on how to effectively handle phone and email leads and provide typical examples of poorly handled leads by elective health care practices across a variety of disciplines.

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2012

they're looking for? Google. With 70 percent of the search market, Google dominates the search world.

In today's digital world, prospective patients associate the quality of your practice with your visibility on Google, even when their search began from a word-of-mouth referral. If your practice doesn't appear in Google's search results for the terms and locations you need to rank for, you have a problem on your hands. Unfortunately, some of the nation's most reputable dental practices lack Google visibility.

The good news is there are steps you can take to improve your visibility. A comprehensive Internet marketing strategy, consisting of a well-designed (and programmed) practice website, a professional search engine optimization (SEO) plan and even a simple social media approach can transform your practice from Internet anonymity to Google standout.

Three steps to Google Visibility

Here are three important steps you can take to improve the visibility of your practice in Google's search results.

Step 1: The Google visibility test

This easy test should give you a good indication of where you stand. Simply go to Google and type in a few key terms related to your practice specialty, such as "cosmetic dentistry," "veneers," "implants" or "teeth whitening." Note the following:

- Where do you appear?
- Is information about your practice readily visible on the first page?
- Where do your competitors appear?
- What about the second page?

If you have trouble finding information on your practice in the Google results pages, so will your potential patients.

Core terms such as the ones mentioned above are searched by tens of thousands of prospective patients each day. Consumers often begin their Google searches with these

Clinical benefits of the Inclusive Tooth Replacement Solution

By Darrin W. Wiederhold, DMD, MS,
and Bradley C. Bockhorst, DMD

■ With the new Inclusive® Tooth Replacement Solution from Glidewell Laboratories, the clinician receives all the components necessary to place, provisionalize and restore an implant.

Custom-designed temporary components allow for immediate provisionalization specific to each patient, and a matching custom impression coping communicates the final gingival architecture to the laboratory. The Inclusive Tooth Replacement Solution supports a streamlined workflow that ensures predictability and long-term success.

With this solution, experienced and novice clinicians alike can place and restore dental implants with greater confidence than ever before. Once you've selected a diameter and length of implant, forward the diagnostic materials (impressions, models, bite registration, shade, implant size) to Glidewell for fabrication of the custom components.

The laboratory will pour and articulate the models and assemble the components, delivered to you in an all-inclusive box, including a prosthetic guide, custom temporary abutment, BioTemps® provisional crown (Glidewell), custom healing abutment, custom impression coping, surgical drills and Inclusive Tapered Implant (Glidewell).

On the day of surgery, place the box contents alongside your usual surgical armamentarium. Confirm the fit of the prosthetic guide prior to beginning the procedure (Fig. 1).

After placing the implant and verifying its position (Fig. 2), decide based on the level of primary stability whether to place the custom healing abutment (Fig. 3) or custom temporary abutment and accompanying BioTemps crown.

Either option will begin sculpting



Fig. 1: Prosthetic guide try-in. (Photos/Provided by Glidewell Laboratories)



Fig. 2: Periapical radiograph to verify implant position.



Fig. 3: Custom temporary abutment screw tightened to 15 Ncm, with access opening sealed and flap sutured back into place.



the soft-tissue architecture around the implant to develop the future emergence profile.

Upon successful osseointegration, the restorative phase begins. Contours of the custom impression coping match those of the custom abutment, so it's simple to remove, seat the impression coping and take an accurate full-arch final impression.

At final delivery, remove the temporary abutment. Try in the final Inclusive Custom Abutment (Glidewell) and BruxZir® (Glidewell) (Fig 4) or IPS e.max® (Ivoclar Vivadent; Amherst,

N.Y.) crown. Check the contours, contacts and occlusion, and adjust as needed.

In response to the dental implant market embracing the importance of soft-tissue contouring, Glidewell Laboratories' Implant department has now expanded the Inclusive Tooth Replacement Solution to accommodate all implant systems compatible with the Inclusive Custom Implant Abutment product line. This creates the opportunity for more clinicians to offer their patients the advantages of the tissue-contouring system con-

In New York

For more information on the Inclusive Tooth Replacement Solution, plan to stop by the Glidewell Laboratories booth, No. 4400.

tained within the Inclusive Tooth Replacement Solution.

Whatever implant system you use, you and your patients can now benefit from the tremendous effects of training tissue from the time of implant placement.

googled from page 4

terms before moving on to more complicated, location-based searches such as "procedure New York" or "dentist Los Angeles." However, make sure to look for your practice in the local-based search results as well.

Within the Google search results; there are several ways in which to present your practice to consumers, including your practice website, Google business listings, pay-per-click (PPC) ads, review sites such as Yelp and directory listings. Perhaps the most valuable tool, however, is

search engine optimization (SEO).

Step 2: Prominent contact info

While it is critical for your practice to be highly visible on the Internet, it is equally important that once prospective patients get to your website or profile listing, they find the information they need to contact you. Your Google visibility strategies will be wasted unless you make it easy for patients to contact you by phone or email. To accomplish this, your contact information needs to be displayed in a prominent location — on your website as well as anywhere else you adver-

tise your services. If it isn't, make sure you do what is needed to change this so that prospective patients are able to easily set up a consultation.

Step 3: The right elements

What do patients want to see on your website? It depends on the patient, but the most popular elements are before-and-after pictures, patient testimonials and procedure results. Be sure to include these elements in your search engine optimization strategy — and make sure they are displayed conspicuously wherever your practice information appears

on the Internet. The goal should be an excellent practice website that is easy for consumers to find. So long as you give your target audience what they're looking for, they will have no reason to look elsewhere.

The Internet is a very important component of marketing for premium practices, and an experienced Internet marketing firm will help ensure your website and your Internet marketing strategy achieve your goal of increased patient volume and a significant return on your marketing investment.

ANEW meets 'most precise' standards

Narrow-body implants ideal for patients who have limited inter-dental spaces, insufficient bone or require provisionalization during augmentation procedures

■ First used in 2000 and granted FDA approval in 2004 for long-term use as determined by health-care providers, the 1.8, 2.2 and 2.4 mm diameter ANEW implants from Dentatus have met the most precise implantology standards having undergone rigorous testing, research and clinical use by the profession.

ANEW Implants are widely recognized by clinicians and universities worldwide. These narrow-body implants provide effective remedy for many because they are ideal for patients who have limited inter-dental spaces, insufficient bone or require provisionalization during augmentation procedures.

Nearly 25 percent of patients who come in for implant treatment will not have enough bone to place a conventional diameter implant, Dentatus said. ANEW Implants should also be considered when financial constraints might delay or prevent treatment. Every practitioner placing implants should consider including ANEW in his or her armamentarium so that all patients might take advantage of the benefits that implants afford.

ANEW Implants are the only one-piece narrow-body implants that have restorative options for screw-retained prosthesis, Dentatus said. ANEW boasts a number of features that set it apart from other implants, including a short-threaded external connector that tolerates substantial abutment angulation without stress.

ANEW's prosthetic components provide patients with a cosmetic, fixed chairside restoration at the time of placement so they never have to go without teeth. There are a variety of platforms available for restorative ease, presenting flexibility for optimal esthetic solutions.

For instances of single-tooth replacement in narrow spaces, the availability of ANEW Implants provides patients who might have to proceed with a fixed or resin-bonded bridge the luxury of dental implants without preparation and/or reduction of the adjacent natural dentition.



• ANEW Implants by Dentatus USA.
(Photo/Provided by Dentatus)

Another advantage to this modality is the maintenance of alveolar bone, which is documented to undergo resorption with other restorative options.

In 2012, Dr. Francois Fisslier and Dr. Carlos Munoz from the New York University Department of Implant Dentistry presented the following findings about papilla regeneration at the Academy of Osseointegration's 27th annual meeting:

"In this case series, nine patients received 10 [ANEW Narrow Diameter Implants (NDIs)], which were loaded for periods of six months to 10 years post-insertion. No implants or prosthesis had to be removed or replaced during the follow-up period. Neither a surgical or prosthetic complication was seen on any of the 10 NDIs.

"The average mesial [Papilla Index Score (PIS)] was 2.4 and the average distal PIS was 2.7, indicating the NDIs regenerated at least 50 percent of the papilla in all cases (20/20 papilla)."

The non-hygroscopic screwcap allows for retrievability, so that during the healing period the restoration contours can be easily modified to the

tissue architecture, thereby eliminating a final "black triangle" result, Dentatus said.

Their effective adaptation and integration in bone has been shown to be on par with conventional implant fixtures and provide excellent support and retention.

In 2007, Dr. Stuart Froum and his colleagues published a study in the International Journal of Periodontology and Restorative Dentistry stating "40 ANEW Implants in patients for one to five years post-loading. No implant failures were reported, yielding a 100 percent survival rating."

In 2005, the Journal of Oral and Maxillofacial Implants published Dr. Michael Rohrer's histology study on Dentatus implants. Rohrer determined that the percentage of bone in contact with the body of Dentatus implants is in "the same range and sometimes higher than what is usually seen with conventional implants."

The recommended surgical techniques allow for minimally invasive flapless placement and immediate loading. This eliminates most postop-

In New York

For more information and to see other areas of use, visit www.dentatususa.com or stop by the Dentatus booth, No. 1200, during the show.

erative challenges and dramatically reduces the total time in treatment.

These implants solve the problems of time, money and perceived pain for most patients who otherwise do not proceed with care, Dentatus said. Other indications for use:

Atrophic and thin ridges

For patients with atrophic and thin ridges who cannot or do not want to undergo lengthy augmentation procedures based on age, systemic disease or inadequate volume of bone, ANEW Implants are an economical and viable long-term solution.

Emergency repairs

One of the most difficult situations for the practitioner is the emergency intraoral repair of a broken bridge. With ANEW Implants on hand, those difficulties are a thing of the past, Dentatus said. Once the bridge is removed, the implant can be placed in the interseptal bone, stabilizing the bridge, returning the patient to a dentate state while a long-term treatment plan is determined.

Bone augmentation

Many implant treatment plans include some type of bone augmentation procedure. It may involve a sinus lift, replacement of the buccal plate and/or widening or heightening a ridge.

Selling an implant case involves overcoming a patient's concerns; one of the major roadblocks is the patient's perception of a long, drawn out treatment period. ANEW implants will give patients teeth during the entire treatment and avoids transmucosal loading of the graft while the patient is able to function with a fixed restoration.

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The Inclusive Tooth Replacement Solution now supports most major implant systems, enabling you to take advantage of its many benefits with your implant of choice. This all-in-one, restorative-based solution includes everything needed to restore a missing tooth. Patient-specific healing, temporary and impression components ensure ideal soft tissue contours are created from the day of implant placement.

*Price does not include shipping.

Not a trademark of Glidewell Laboratories.

The implant shown is NobelReplace.



All Inclusive implants,
abutments and
components are
manufactured in our
Irvine, Calif., facility.

What dentists are saying about Inclusive Implant Solutions

“ I absolutely believe that the Inclusive® Tapered Implant System is the simplest, most predictable and most affordable implant system that I have ever used. It will continue to be my system of choice. I will never use another implant system again! ”

— **Joe Bussell, DDS; Little Rock, Ark.**



“ I took an impression today for the final ceramic restoration on one of my Inclusive® Tooth Replacement Solution patients. The site of the Inclusive® Tapered Implants healed wonderfully! This was due mainly to the patient-specific temporary components that provided my patient with a natural-looking temporary and tissue contours, and I couldn't be happier. The custom impression copings were very easy to use, and they made the entire process a breeze. I would highly recommend the Inclusive Tooth Replacement Solution to every dentist looking for an efficient and effective way to practice implant dentistry. ”

— **Robert Klein, DDS; Kansas City, Mo.**



“ I would like to express my overwhelming satisfaction with the Inclusive® Tooth Replacement Solution, which made this one of the easiest implant cases I have ever done. Because I achieved primary stability and used the included custom temporary abutment and BioTemps® crown, I was able to achieve optimum esthetic results and cut down my chairtime. Now I can offer my patients a more esthetic and biologically superior result using the Inclusive Tooth Replacement Solution instead of the stock components normally used. It is, for me, a very cost-effective way to deliver superior treatment with custom components for each case. I used to spend more time and money with other systems, but now I have a great alternative! ”

— **James Nicholson, DDS; Muskogee, Okla.**



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