

# today



## A tale of a doctor and his chair

Read the story about a dentist and his most trusted piece of equipment.

»page 5



## Take stock of your practice's digital life

Find out how to simplify your digital dentistry workflow and transform your dental practice.

»page 6



## Change how your patients brush

Three unique heads make sure each and every tooth is cleaned gently and effectively.

»page 14

# Opportunities abound

There is no shortage of things to do from now until the Chicago Midwinter comes to a close

By Aaron Rothkopf, *today* Staff

■ The Chicago Dental Society Midwinter Meeting is in its second day at McCormick Plaza West, and more than 17,000 of your friends and colleagues have descended on Chicago to see the latest within the field of dentistry.

More than 140 speakers from across the country will be sharing their knowledge on a wide assortment of topics within their dentistry fields.

Topics and sessions range from hygiene, digital dentistry, implants and technology. Some of the many sessions you can attend include “Hot Topics in Endodontics” by Gordon Barkley, “Utilizing 3D Printing Technology in General Dentistry” by Mark Kleive and “Progressive Periodontal Therapy” by Amber Auger.

With two days left, there is still plenty of time for you and your team to test out and purchase the latest products on the exhibit floor.

Several special events are also taking place during this time, including the Early Career Dentist Reception and a Dental Student Reception, both Friday from 4 to 5:30 p.m.

And Saturday, check out the meeting's culminating event beginning at 7 p.m., the President's Dinner Dance



Attendees stroll through the Chicago Midwinter Meeting exhibit hall during the 2022 show. This year, the exhibit hall is open until 5:30 p.m. Friday and then from 9 a.m. to 3 p.m. Saturday. (Photos/*today* Staff file photo)

at the Hyatt Regency Chicago Hotel.

Attendees looking for C.E. credit will have ample opportunities. Credits range from 1.5 credits for short lectures, 3 credits for longer lectures and 3 to 6 credits for workshops.

Visiting the exhibit hall daily will also net attendees 1 C.E. hour per day for a total of three hours over the three-day event.

\*see OPPORTUNITIES, page 2



AD



## OPPORTUNITIES “from page 1”

There is still time to register for many of sessions you may be interested in attending, although several of them require a fee. Make sure you have your badge with you since the scan and the verification code are necessary for you to receive the credit.

Walking around the exhibit floor may make you thirsty. Event organizers have just the thing to quench your thirst. Enjoy a cold one at the Brews and Bargains while meeting with colleagues and new friends.

This year's exhibit hall will be open until 5:30 p.m. Friday and then from 9 a.m. to 3 p.m. Saturday.

If you're looking to continue the fun after the exhibit hall closes, the city of Chicago has plenty of attractions to fill your evenings. The Willis Tower, formerly the Sears Tower, is a top



• An aerial view of the 2022 Chicago Midwinter exhibit hall.

attraction in the Windy City. Conquer your fears and visit The Ledge, a glass balcony that juts out 1,353 feet in the air for amazing views of Chicago. The Willis Tower is open each night until 8 p.m., and admission is \$22.

Art lovers have plenty of options, including The Art Institute of Chicago. Stroll through the galleries and view Van Gogh's "The Self Portrait," one of the more than 300,000 pieces of art on display.

This year, explore the popular "Life and Afterlife in Ancient Egypt" exhibit, just one of several exhibits on display this winter. The Art Institute of Chicago is open until 5 p.m., and tickets are \$25 for adults.

And for attendees looking to boost their step count, take a stroll down The Magnificent Mile. With more than 450 shops and restaurants, this portion of Michigan Avenue has something for everyone. Shops such as Macy's, Bloomingdales and Nordstrom line the street along with dozens of restaurants featuring food from around the world.

And once again, you can have everything that's going on at your fingertips. Just download the Midwinter Meeting app to plan your schedule, preview speakers and exhibits and connect with other attendees. You can find it in your app store.

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# 10 ACTIVA<sup>TM</sup> BioACTIVE

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In 2014, Pulpdent introduced a new restorative material that actively supported dental health: ACTIVA<sup>TM</sup> BioACTIVE-RESTORATIVE<sup>TM</sup>.

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# ‘WID Rise’ brings back annual breakfast during the Chicago Midwinter Meeting

By Glidewell Dental Staff

■ The 2023 Chicago Dental Society (CDS) Midwinter Meeting served as the backdrop for a return of the Women in Dentistry (WID) Rise annual breakfast, held Feb. 23 at the luxurious LondonHouse Chicago.

Conceived in 2013, the breakfast has become an inspirational gathering of female leaders attending the CDS Midwinter Meeting, enjoying enthusiastic support from company sponsors in providing an exciting, interactive annual event.

Hosted in its ninth year by Glidewell and the Dental Trade Alliance (DTA), organizers and invitees were pleased to reunite after a pandemic-induced hiatus.

“We’re honored to host this year’s event and participate in the renewal of its growing tradition,” said Stephenie Goddard, CEO of Glidewell, and Amy Moorman, vice president of operations at DTA.

“It’s invigorating to see and learn from so many passionate, accomplished individuals.”

Despite a notable growth of women among dentist graduates, representation within the dental industry remains distinctly one-sided – whether exploring practices and laboratories; manufacturing and research communities; or publications, lecture podiums and university faculties.

“Women need to support each other,” said Valerie Berger, program co-founder and director of business development-dental at BroadcastMed. “Although the gender and ethnicity composition of the dental industry is changing, it remains a male-dominated profession across



(Photos/Provided by Glidewell Dental)

## Here in Chicago

To learn more about WID Rise and its not-for-profit platform, stop by the Glidewell booth, No. 2618.

the wide spectrum of professional positions within the industry.”

WID Rise is a not-for-profit platform that supports, inspires, enriches and empowers the leadership role of women professionals in the field of dentistry. Members are committed

to advancing the voice of women dental professionals and celebrating their success through education, scholarships, networking events and national recognition.

Formerly known as Women in Dental Technology (WIDT), WID Rise rebranded in 2020 to reflect the organic attraction of clinical professionals to its foundational fellowship of laboratory professionals. Organizers are assembling a board of directors to continue to elevate awareness and expand their scope of positive influence.





# A Doc & His Chair

As I was shopping for a new mattress recently with my wife, the salesman struck me with the wild statistic that humans spend roughly 1/3<sup>rd</sup> of their lives sleeping. I sat there on the showroom King sized mattress and started to really think about this mind-boggling fact. I wondered why most people don't run out and purchase the best mattress on the market- given how long we spend in bed! Yet we see that sometimes people bargain-shop for their mattresses and very often do not go for the supposed better-quality options. It made me wonder if people might change their perspective on that if they only knew how much of their lives they actually do spend using this product? Being in the dental seating game, this got me thinking about dental chairs. Think about how many hours a dentist and their staff spend seated at the patient chair on an average day. Multiply that by the days in a week. Then multiply that by the weeks in a year. Then multiply that by the years in a typical dental career. The result would be a massive amount of time and hours spent seated with patients! These facts made it clear to me that any piece of equipment that a professional uses for multiple hours each day should be a center of focus.



Dr. Shultz & daughter Jessica

I thought back to when I first started my journey with RGP nearly 20 years ago. There was a specific dentist from Southern California near Santa Barbara who would always seek our booth out at tradeshow and drop off a bucket of the most delicious locally made butter cookies for all the RGP reps. Apparently, he had been doing this for years, ever since he purchased an RGP Dental Stool for his dental office in the mid 90's. Being new to the industry, it was at this very moment that I realized just how big of a difference a supportive and comfortable stool made in the lives of dental professionals.

Nearly 20 years have gone by, and Dr. Mark Shultz still makes it a point to stop by the RGP booth and give testimonials about what a good chair can do for you in dentistry. We decided to ask the since-retired doc a few questions about chairs and ergonomics in dentistry....

**Dr. Shultz, tell us a little about yourself. Are you still practicing occasionally?**

*"I owned a private practice in Solvang, CA for the bulk of my professional career. I earned my FAGD as well. I am retired now and enjoying it. I still love dentistry and will probably always do some here and there. Currently I volunteer at the Conejo Free Dental Clinic in Thousand Oaks and offer my time as an occasional locum tenens throughout California. It keeps me busy, and I truly enjoy giving back. And yes, my RGP Chair comes everywhere with me. I never work without it."*

**What was it that caused you to seek a better option for seating and back support in your practice?**

*"Since my years as a teen I have had a history of periodic lumbar spinal pain, which ultimately resulted in surgery. I had been looking for something more supportive that could compliment and help sustain my newly operated-on back. I came upon RGP at a CDA meeting and once I sat in the chair, I felt a unique style of support that was unlike any other chair I had tried."*

**How did the right dental stool make a difference in your life both professionally and personally?**

*"With 40 years of practice under my belt, I like many other dentists have purchased so many materials and pieces of equipment that end up a financial waste. We purchase so many items that had nothing to do with our own personal day-to-day experience. For once I switched that focus to myself and I'm glad I did because your chairs helped me to continue working comfortably. I'm not sure I'd still be practicing today without the help of RGP chairs."*



The RGP Stool goes with the doc anywhere he does dentistry



Dr. Shultz volunteering this year at the Conejo Free Dental Clinic

**We see you chatting with younger dentists about RGP a lot. What do you typically tell them?**

*"I try to get them to understand that as a dentist your body is your money maker and you only get one. It's important to take steps to preserve and protect your biggest asset, that being...yourself. As practitioners we sacrifice a lot to make sure our patients are happy and have healthy smiles. The least we can do is invest in ourselves a little and try to maximize our quality of life. Because let's face it, dentistry is not an easy profession. It truly does take a toll on one's overall musculoskeletal health which is why we see a bigger push nowadays for proper ergonomics in the workplace."*

**Dr. Shultz, if you had to sum up why you chose RGP for your seating needs in 3 sentences or less, what would you say?**

*"RGP has provided me with optimal ergonomic comfort, aided me in less postural fatigue, and extended my longevity in practice. Any product that can do that should be at the very least considered. The RGP Stool was the single best investment I ever made for my overall health in the workplace."*

**Visit RGP in Booth #1521 at the Chicago Mid- Winter Dental Meeting**





# Introducing DS Core: How to simplify your digital dentistry workflow and transform your dental practice

By Dentsply Sirona Staff

■ The advancement of digital dentistry has revolutionized the dental industry. Although, as the digital universe continues to expand – through new technology, tools and services – it's understandably becoming more complex.

To streamline digital dentistry, Dentsply Sirona developed DS Core, a cloud-based solution that connects your digital solutions and services on one secure, collaborative platform.

## All patient media in one place

For many years, dental practices have been collecting and managing digital patient media in various formats, including JPEG, MP4 video, 2-D X-rays and 3-D scans.

Traditionally, patient files are stored in disparate locations across multiple servers, making it difficult to access patient data efficiently and use them effectively.

With DS Core, you can have a comprehensive patient media library that integrates your patient case files in one location to support all your workflows.

By storing all digital media in one place, DS Core creates a singular view of a patient by automatically uploading Dentsply Sirona scans and provides the option to manually upload competitive scan data.

## Cloud-enabled collaboration

With its embedded X-rays and scans viewer, DS Core improves communication between dentists and simplifies collaboration with specialists, partners and labs.

With a click of a button, you can share patient case files and recipients can access the platform without paying or signing up for storage.

Finally, collaboration with skilled partner labs is highly accessible due to DS Core Create, a design service where you can request ready-to-print files for a growing variety of indications with Primeprint, such as nightguards or models.

## Digital data enables constant connectivity

Since the platform is accessible via web browser and requires no instal-



• With DS Core, you can have a comprehensive patient media library that integrates your patient case files in one location to support all your workflows. (Photo/Provided by Dentsply Sirona)

## Here in Chicago

To learn more about DS Core from Dentsply Sirona, stop by booth No. 1237.

lation, DS Core provides 24/7/365 access to patients records on different devices across your practice or

outside of it. Once you have all your digital patient records in DS Core, you essentially have a digital twin of each patient.

## What's next for the digital dentistry universe

With DS Core, you'll feel empowered through excellent connectivity, high efficiency and support in

providing better patient care. Dentsply Sirona digital services already power more than 650 million digitally enabled patient cases every year across a range of indications, and DS Core brings all of these services together.

To learn more about DS Core from Dentsply Sirona, visit [www.dentsplysirona.com/dscore](http://www.dentsplysirona.com/dscore).



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<sup>1</sup>Mjor IA, Moorhead JE, Dahl JE. Reasons for replacement of restorations in permanent teeth in general dental practice. Int Dent J. 2000 Dec;50(6):361-6. doi: 10.1111/j.1875-595x.2000.tb00569.x. PMID: 11197194. <sup>2</sup>Gordan VV, Mondragon E, Watson RE, et al. A clinical evaluation of a self-etching primer and a gromer restorative material. Results at eight years. JADA. 2007;138(5):621-627. Asahi University School of Dentistry. \*One product sample per office. While supplies last.



# 3-D printing simplified with Primeprint powered by DS Core

By Dentsply Sirona Staff

■ 3-D printing in dentistry is on the rise and with good reason. With advancements in additive manufacturing, dental professionals can now produce surgical guides, splints and models quickly and cost-effectively without compromising on the quality of similar manual methods.

However, while there are clear benefits, the challenge for many in adopting this technology is that 3-D printers have complex processes, and the printing and post-processing can be extremely messy and inconvenient.

Dentsply Sirona's Primeprint solution was designed to address these challenges. Launched in mid- 2022, Primeprint Solution is a highly automated, end-to-end, medical grade 3-D printing system that simplifies 3-D printing with:

## Automation reducing handling times and enabling delegation

With RFID tagging, Primeprint automatically detects the material and washing containers without any need for contact.

With the easy visual guidance on the display screen synched to the RFID tags and automation within the units, including a robotic arm moving the build plate to the respective process step, there is limited manual work besides moving the Primeprint box and removing the support structures from the printed appliances only once fully cured.

## Intelligent software designed for repeatable and accurate printed dental appliances

This smart hardware and software solution is optimized for dental applications using its inLab CAM Software. With a few automated steps, you prepare the fully constructed application in the CAM software.

The software controls all necessary print and post-processing steps and automatically incorporates the requirements regarding alignment, support, and post-processing for each print object.

## Clean and controlled processes for an improved user experience

Unique features like the resin cartridge and material unit combination along with Primeprint box keep the resin and printed appliances in a



• Launched in mid- 2022, Primeprint Solution is a highly automated, end-to-end, medical grade 3-D printing system that simplifies 3-D printing. (Photos/Provided by Dentsply Sirona)



protected environment from beginning to end, preventing resin contact with the skin. This means no gloves are necessary when printing with Primeprint.

## Ready-to-print files and seamless integration with DS Core

Powered by DSCore, Primeprint is one of the first devices specifically built to

## Here in Chicago

To learn more about Primeprint from Dentsply Sirona, stop by the booth, No. 1237.

integrate into Dentsply Sirona's cloud solution. Designs with Primeprint can be completed with CEREC and InLab software, but Primeprint can become even easier with the full delegation of the CAD workflow to our design service in DS Core, DS Core Create.

DS Core Create provides you with easy access to ready-to-print designs created by expert lab technicians directly in the cloud platform.

To learn more about Primeprint from Dentsply Sirona, visit [www.dentsplysirona.com/primeprint](http://www.dentsplysirona.com/primeprint).



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