

# today

Pacific  
Dental  
Conference



## Time to discuss HPV in dental practices?

Get the information you need about oral cancer and HPV infection, and you just might save someone's life.

»page 2



## A guide to the exhibit hall

Find out who's going to be there, where they are going to be and what they are going to be offering.

»starting on page 11



## Get outside and take a walk — or three

No need to stay inside the convention center all day long when there is an array of sights to see. We have details.

»page 14



• An ariel view of Vancouver. (Photo/Provided by Tourism Vancouver)

# It's time to go!

This year's Pacific Dental Conference offers more education and activities than ever before

■ Are you ready? There's no time to waste as the 2011 Pacific Dental Conference (PDC) gets under way.

The PDC is fast becoming the most recognized dental conference in Canada by attendees, exhibitors and speakers, and organizers say they are pleased to offer participants a wide selection of quality continuing education.

This year, with 138 speakers presenting and a selection of 205 sessions to choose from, you will find more than enough variety for all members of the dental team. During the next three days, you can refine your clinical and practice excellence, participate in personal development courses and, of course, meet with your colleagues in a relaxed environment at one of the many social events.

A roster of well-known speakers from Canada, the United States and outside North America will present topics ranging from clinical dentistry to team building to other important facets of dental practice.

Speakers include Gordon J. Christensen, Joe Blaes, Anthony Cardoza, Ray Padilla, Michael Kocaja, Robert Edwab, and Mariano Rocabado, to name a few.

Increasing the Saturday programming has been a main focus for the PDC, according to organizers. This year, there is a full day of sessions on Saturday, which kicks off with some good old Canadian entertainment.

Corner Gas star and creator Brent Butt will take the stage at 8:30 a.m.

»see Time, page 4

## Discover new products for your dental practice

■ Experience hands-on 18 new products that Dr. Joe Blaes uses every day in his practice to save time, money and stress. Many of these products have been featured in Blaes' monthly Dental Economics column, "Pearls For Your Practice."

The hands-on experience will allow you to better understand the features and benefits of using these products. Each company will have a product

»see Products, page 2

### Attend the course

Joe Blaes will present "Great NEW Products for Your Practice in 2011," a hands-on workshop being held in the Exhibit Hall Glass Classroom. The course will take place from 8:30–11:30 a.m. Friday and will be repeated that afternoon from 1:30–4 p.m. Cost to attend is \$55.

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# Session highlight: Is it time to address HPV in dental practices?

■ The British Columbia Oral Cancer Prevention Program (BC OCPP) is a multi-disciplinary team of clinicians and scientists with a broad range of skills, experience and expertise, focused on a common vision of the prevention of oral cancer through the development of a provincewide strategy.

The chief objectives of the organization are:

- To prevent the development of oral cancer, or to detect it at the earliest possible stage.
- To achieve a greater cancer cure rate through more clinically effective treatment.
- To improve the early detection of local and regional recurrences.

To this end, the BC OCPP is sponsoring a session, "Human Papillomavirus: Is It Time to Address HPV in Dental Practice?" on Friday from 1:30–4:30 p.m.

Led by Stina Syrjänen, DDS, PhD, an internationally recognized expert



• Stina Syrjänen, DDS, PhD

on the human papillomavirus (HPV), the session will focus on the role of HPV infections in oral cancers and its clinical and public health implications.

This session will provide an overview of the evidence linking HPV infection and oral cancers.

An expert panel will detail the disease profile and provide information about HPV and oral cancer, including a suggested approach to patient communication.

Syrjänen is a professor of oral

## To learn more



The BC OCPP website at [www.orcanet.ca](http://www.orcanet.ca) contains a wide variety of information about detecting oral cancer, including articles, powerpoint presentations, clinical guidelines and a Q&A.

pathology and head of the Department of Oral Pathology and Oral Radiology at the Institute of Dentistry, Faculty of Medicine, University of Turku. She has published more than 380 original papers, 80 international reviews and has co-authored seven textbooks on human HPV. Her research group was the first to suggest the association of HPV with oral cancer and laryngeal cancer.

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## Products “from page 1”

manager to demonstrate materials and answer your questions.

In addition, you will receive coupons redeemable for discounts at the company booth available only for the attendees of this workshop.

Products demonstrated include:

- Bite Tech – Under Armour Performance Mouthwear
- DENTSPLY Midwest – Midwest<sup>®</sup> STYLUS<sup>™</sup> ATC
- DISCUS Dental – NV Laser
- DISCUS Dental – ZEN
- Kodak 1500 Intraoral Camera
- LED Dental – VELscope Vx
- Milestone Scientific – STA
- Premier Dental – Traxodent<sup>®</sup> Hemodent<sup>®</sup> Paste Retraction System
- Pelton & Crane – Helios
- Pelton & Crane – Pelton Spirit 3800 rear delivery unit
- SciCan – Optim 33TB
- Septodont – N'Durance<sup>®</sup> Dimer Flow Universal and Flowable Composite



• Get up close and personal with 18 new products in a hands-on workshop held in the glass classroom. (Photo/Provided by the PDC)

**today** About the Publisher

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Before



After  
Dr. Sushil Korata

# Speakers talk esthetics at PDC

■ The Canadian Academy for Esthetic Dentistry (CAED) was created to give Canadian dentists a forum to voice their needs and express their identity in the world of esthetic dentistry.

On the national and international scenes, the organization has forged affiliations and alliances with other esthetic and cosmetic dental groups, and it continues to grow.

The Canadian Academy for Esthetic Dentistry is holding its first regional meeting of 2011 in conjunction with the Pacific Dental Conference.

CAED-sponsored speakers include the following. Please see the on-site guide for detailed course information and times.

- Gregory Brambilla, "Minimal Invasive Dentistry: New Materials from Composite to Non-prep Veneers"
- Michael Dib, "Everyday Easy Bone Grafting"
- Tim Dumore, "As Many Pearls as We Could Cram into 3hrs: Experiences of a GP/Specialist Team"
- Marvin Fier, "The Complete Guide to Predictable Anterior and Posterior Aesthetic Restorations"
- Hugh Flax, "The Magic of Laser-

Assisted Cosmetic Dentistry"

- George Freedman, "Adhesives, Composites, Cements: Eliminate Sensitivity with Predictable Procedure"
- Faye Goldstep, "Proactive Intervention Dentistry: The New Dental – Medical Connection"
- George Kirtley, "The Art of a Beautiful Smile"
- Robert Lowe, "Composite Restorations: Recreating Nature's Anatomic Blueprint"
- Robert Marus, "Smile Design with Composite"
- Elliot Mechanic, "A Cookbook for

Today's Restorative Aesthetic Dental Practice"

- Alain Méthot, "Present Smile Simulations ... Do More Cases!"
- Gary Radz, "Myths, Controversies and Concepts Regarding No-Prep Veneers" (open session and hands-on courses)
- Paresh Shah, "As Many Pearls as We Could Cram into 3hrs: Experiences of a GP/Specialist Team" and "Predictable Implant Aesthetics – Foundations for Success" (a hands-on workshop)
- Andrew Shannon, "Travel With Me to Restorative Excellence"
- Daniel Ward, "Unlocking the Keys to Successful Composite Restorations"

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Dr. Lynne Brock	Dr. Brian LeSage	Dr. Linda Niessen
Dr. Steve Buckley	Dr. Roger Levin	Dr. Ray Padilla
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Mr. Bruce Christopher	Dr. Eduardo Lorenzana	Dr. Jeffrey Sherman
Dr. Gary DeWood	Dr. Kaneta Lott	Dr. John Svirsky
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Time "from page 1



• Live dentistry demonstrations will take place in the northwest corner of the exhibit hall both Thursday and Friday at 9:30 a.m., 11:30 a.m. and 2 p.m. (Photo/Provided by the PDC)

for the inaugural Saturday Morning Breakfast Session.

Because of popular demand, the PDC has also brought back the "So You Think You Can Speak?" series. These 50-minute presentations, scheduled for Saturday, will feature new speakers who were accepted by the Scientific Committee and will focus on an array of topics.

Besides the education sessions, the exhibit hall continues to grow, and according to organizers, 2011 will be the largest ever. With more than 267 exhibitors occupying 540 booths, you will be guaranteed to find the latest and best range of products and services for your practice.

In addition, be sure to stop by the Live Dentistry Stage while you are visiting the exhibit hall and check out the live demonstrations by Clayton A. Chan, Elliot Mechanic and Dwayne Karateew on both Thursday and Friday.

For more information, pick up the on-site guide or visit [www.pdconf.com](http://www.pdconf.com). BlackBerry and iPhone users can download the PDC program to their phones.

# Dental Tribune Study Club celebrates second anniversary

■ Coming into its second year, the organizers of Dental Tribune Study Club (DTSC) at [www.DTStudyClub.com](http://www.DTStudyClub.com) have planned events both online and offline across the globe.

DTSC is an educational-based online community that inspires new possibilities while creating higher expectations in online learning. A participant of a recent live webinar summed it up by offering:

"The live and interactive webinar enabled me to ask the speaker questions and share with colleagues around the world. The international faculty exposes me to global opinion leaders, who aren't really accessible to experience live. Plus, I did this in my pajamas!" (M.R., Ontario, Canada)

## Individual webinars

DTSC offers international C.E.-accredited lectures that are live and interactive, as well as archived ones that bring local events to global audiences. Check out the C.E. listing under the menu option "Online Courses."

If you do not see what you were looking for, please e-mail Julia Wehkamp at [j.wehkamp@dtstudyclub.com](mailto:j.wehkamp@dtstudyclub.com) with a course topic and/or speaker recommendations.

## 'Getting started in ...'

In the "Getting started in ..." lecture series, leading specialists provide a general overview of a selected field of dentistry for those who are interested in "getting started in" that area.

Each "Getting started in..." program includes a number of lectures that provide a thorough introduction to the techniques, products and practice management impact in that field of dentistry.

## DTSC C.E. Symposia World Tour

DTSC C.E. Symposia are featured at major dental meetings around the world, including the FDI, IDEM and GNYDM events. The symposia feature quality ADA CERP C.E. accredited programs, offering visitors an opportunity to learn in a focused environment with no registration fee.

Cannot make it to the event? Not to worry — the symposia are also recorded and offered online as individual C.E.-accredited webinars.

## First Impressions video reviews

[www.DTStudyClub.com](http://www.DTStudyClub.com) features an online "video column" called First Impressions,™ in which opinion leaders present focused web-based product reviews based upon first-hand clinical experience.

Practitioners can access these reviews about the hottest dental products, including demo videos and clinical pictures, for free.



## Expert blogs

Dental opinion leaders maintain focused blogs, keeping readers interested by regularly posting case stud-

ies, presentations and clinical experiences as well as expressing opinions based on diverse backgrounds. DTSC's blogs help today's practitioners stay up to date, creating a truly "Global Dental Village."

## Get started today

The opportunities offered through DTSC are endless, so visit [www.DTStudyClub.com](http://www.DTStudyClub.com)

and see how it can enrich your clinical practice by joining the community.

Registering as a study club member is free and easy. You can also become a fan on Facebook to ensure you receive all the latest updates.

For additional details, please contact Julia Wehkamp at [j.wehkamp@dtstudyclub.com](mailto:j.wehkamp@dtstudyclub.com) or (416) 907-9836.

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- Special section for laboratory technicians on the exhibit floor
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# Crest Oral-B steps up fight against gingivitis

■ According to "The Canadian Health Measures Survey 2007-2009," while pain and infection that may arise from oral disease are important in and of themselves, there is an increasing awareness regarding their contribution to the incidence and severity of other diseases such as diabetes, respiratory and cardiovascular health.

How can we help prevent oral disease?

The new Clinical Gum Protection PRO-HEALTH® products virtually eliminate gingivitis.<sup>1</sup> With routine dental check-ups and regular use, patients with mild to moderate per-

## Here at the PDC

For more information about the new Clinical PRO-HEALTH System for Gingivitis or to place an order, call your Crest/Oral-B sales rep or (888) 767-6792 or stop by the Crest Oral-B booth, Nos. 840-850/741-751.

sistent gingivitis can reduce inflammation and bleeding and significantly improve their gum health.

"We developed the Clinical PRO-



• The Clinical Pro-Health System for Gingivitis. (Photos/Provided by Crest Oral-B)

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**No Pre-Registration Fee**

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HEALTH products for Gingivitis. The system includes Crest® Pro-Health Clinical Gum Protection toothpaste, with newly balanced stabilized stannous fluoride chemistry that provides an increase in antibacterial power. This has resulted in our highest level of protection against plaque bacteria that cause gingivitis and a toothpaste that helps reverse it after four weeks of regular use," said Dr. Robert Gerlach, DDS, MPH, research fellow, P&G Worldwide Clinical Investigations.

"With these Clinical Gum Protection products, we have found in a clinical study an extraordinary 95 percent reduction in the number of bleeding sites after six weeks of treatment when compared to a control group that used regular anti-cavity toothpaste and a soft manual toothbrush after a dental prophylaxis at the baseline."<sup>2</sup>

To break the cycle of this all-too-prevalent disease, Crest Oral-B® is introducing a regimen specially designed for patients with recurring gingivitis.

The Clinical PRO-HEALTH regimen for Gingivitis helps break the cycle of gingival inflammation and gingival bleeding for improved oral health in patients with mild to moderate persistent gingivitis. The regimen is demonstrated in a clinical study to reduce Gingivitis by 95 percent<sup>2</sup> when using:

- Oral-B Professional Care® SmartSeries™ 5000 Power Toothbrush with SmartGuide
- New Crest PRO-HEALTH Clinical Gum Protection Toothpaste
- New Oral-B Glide® PRO-HEALTH Clinical Protection for Professionals Floss

## References

1. Six-week clinical results with new Crest PRO-HEALTH Clinical Gum Protection Toothpaste, new Oral-B Glide PRO-HEALTH Clinical Protection for Professionals Floss and Oral-B Professional Care SmartSeries 5000 Power Toothbrush with SmartGuide.
2. After six weeks of use. Compared to a dental prophylaxis and brushing with a regular manual toothbrush and anti-cavity toothpaste.

Don't just deflate.

# Virtually eliminate gingivitis.\*

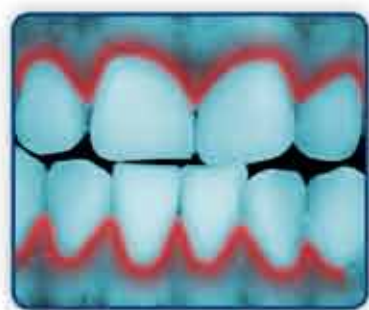


**Demonstrated in a clinical study to reduce Gingivitis by 95%<sup>1</sup> when using:**

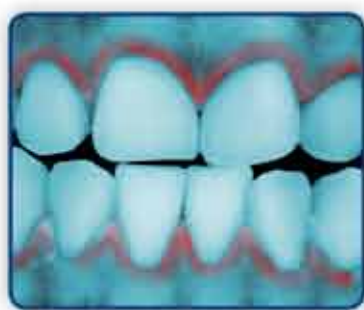
- Oral-B® Professional Care SmartSeries 5000 Power Toothbrush with SmartGuide™†, and
- New Oral-B® Glide® Pro-Health™ Clinical Protection for Professionals Floss

†when used in combination with New Crest® Pro-Health™ Clinical Gum Protection Toothpaste

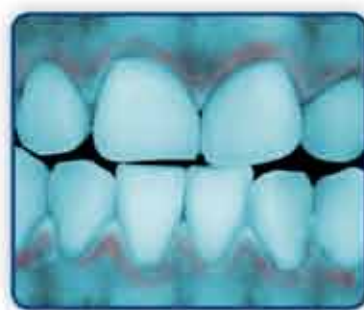
Enhanced images highlighting the average area and magnitude of improvement in gingivitis over time\*



**Before using the system:**  
Significant gingivitis



**2 weeks of use:**  
Initial improvement of gingivitis



**6 weeks of use:**  
Further improvement of gingivitis

To learn more about the Pro-Health™ Clinical Gingivitis Protection, please contact Crest® Oral-B® at 1-888-767-6792 or visit **dentalcare.com**

\* Six-week clinical results with New Crest® Pro-Health™ Clinical Gum Protection Toothpaste, New Oral-B® Glide® Pro-Health™ Clinical Protection for Professionals Floss, and Oral-B® Professional Care SmartSeries 5000 Power Toothbrush with SmartGuide™.

† After 6 weeks of use. Compared to a dental prophylaxis and brushing with a regular manual toothbrush and anti-cavity toothpaste.

Crest® Pro-Health™ toothpaste treats sensitivity, fights gingivitis, plaque and tartar, and prevents cavities. For adults & children 12 years and older. Do not swallow.

**Break the Cycle of Gingivitis\***



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# Orascoptic introduces cordless LED headlight

■ After introducing the first LED light system to the dental market in 2005, Orascoptic, a pioneer in lighting technology, is once again bringing innovation to the marketplace by providing the Freedom “cordless” LED headlight.

Responding to practitioner concerns that current LED cables are both cumbersome and unreliable, Orascoptic has developed the industry’s first light system that does not employ belt-packs, long electrical cables or buttons. The benefits of the new Freedom system include:

- *No more cumbersome cords:* Lightweight battery pods connect to the temple arms of the loupe, provid-

## Here at the PDC

To see the Freedom cordless LED headlight for yourself, stop by the Sybron Dental Specialties booth, Nos. 818-822/719-723.

ing power that way rather than with heavy belt-packs employed by traditional LED systems. By moving power to the loupe itself, the Freedom system eliminates the issue with long, dangling electrical cords that are prone to getting caught on chairs, doorknobs and



Freedom ‘cordless’ LED headlight, by itself (above) and worn (below). (Photos/Provided by Sybron Dental Specialties)

AD

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cabinets in the dental office.

- *User friendly:* Innovative capacitive touch technology eliminates the need for any buttons, knobs or switches but, more importantly, allows the practitioner to control the light while holding instruments in both hands.
- *Easy to clean and maintain:* Capacitive touch also eliminates bacteria traps associated with traditional light-system controls, making the Freedom easy to sanitize and maintain.
- *Comfortable to wear:* Unique weight-neutralizing counter-balance between the battery pods and the headlight relieves pressure on the nose caused by the light and telescopes.
- *Powerful visualization:* The loupes provide variable illumination up to 4,000 foot candles.
- *Compatibility with more than 99 percent of TTL loupes:* A robust yet innovatively simple universal mounting clip securely fastens the lightweight headlight to virtually any TTL loupe on the market.

By eliminating belt-packs, cables and buttons, this latest innovation from Orascoptic has established a new standard for LED headlight design as the company continues to strive to provide the dental community with better visualization.

# As easy as one, two, three

## Shofu's BeautiBond seventh-generation bonding agent is simple to use and offers quality results

By Fred Michmershuizen,  
Dental Tribune

■ BeautiBond is a seventh-generation bonding agent developed by Shofu. This new product contains unique dual adhesive monomers that work independently to produce equal bond strengths for dentin and enamel. Available in convenient unit doses, BeautiBond offers easy, one-step, one-coat applications.

Just ask Howard S. Glazer, DDS, a general practitioner who has been using the new product for some time now at his practice in Fort Lee, N.J.

"I have been a seventh-generation user from the day they were introduced and have used every one on the market, and I am telling you — this one is hot, and it is getting hotter," Glazer told Dental Tribune.

BeautiBond's enhanced bond strength rivals that of leading sixth-generation adhesives, but with the convenience of a seventh-generation material.

"It will definitely get people who have been hesitating to switch. In fact, it makes 'the leap' so much easier, and 'the leap' is in quotes because there is no leap really," he said.

Glazer said he likes BeautiBond because it incorporates two separate chemistries that bond to both the dentin and the enamel. He also likes the fact that it works with a very low micrometer thickness, leaving no gap of potential porosity for his patients.

The light-cure, self-etching adhesive has a film thickness of less than 5 micrometers for better adaptation of restorative materials and is ideal for highly esthetic and minimally invasive restorations.

And another huge plus, Glazer said, is the ease of use the product offers. BeautiBond requires very few steps and the unit dose delivery is stable, for excellent chairside handling.

"There is no fumbling, no mixing, no shaking," Glazer said. "Just look at the steps card — it is as easy as one, two, three."

A single application of BeautiBond requires just 30 seconds for a durable, reliable bond. High bond strengths are achieved due to BeautiBond's HEMA-free composition, resulting in virtually no gingival blanching, which is normally caused by the combination of HEMA and the acid monomer.

With excellent biocompatibility and bonding durability, BeautiBond is an all-in-one adhesive that enables etching, priming and bonding in one



Dr. Howard S. Glazer

simple step for a wide range of applications.

BeautiBond can be used with any composite resin on the market, and is ideal for use with Shofu's Beautifil® II composite restorative material. Beautifil II, designed for any application, is wear-resistant with low shrinkage and has a "chameleon-like quality that allows for a harmonious blend of shades with natural tooth color, yielding ideal fluorescence and optical characteristics that mimic natural teeth," according to a review by Glazer.

A practitioner who is always look-

### Here at the PDC

Visit Shofu at booth No. 1530 for more information.

ing for increased efficiency, Glazer typically tests half a dozen or so new products every month.

"I want things that are faster, easier and better, not only for me, the doctor, but also for the ultimate end user — the patient," he said. "After all, we're in the smile business, so we like to keep everybody smiling."

AD

## The 2011 pacific northwest dental conference invites you to

# PLUG IN!

Educate yourself: it's the best way to top the competition

### new this year:

#### Live Demonstrations

Debuted this year, live demonstrations in the Exhibit Hall will showcase the latest advances in digital impression software by Dentsply, Ivoclar, 3D Systems and CEREC, used to acquire digital impressions needed for CAD/CAM fabrication of restorations. Come and learn how restorations created digitally can benefit your practice, patient satisfaction and profitability.

This will provide a unique opportunity to compare the systems and learn from expert clinicians while they perform live procedures. This will be an interactive format and attendees are encouraged to ask questions.

#### Table Clinics

Six postgraduate residents in the Advanced Education in General Dentistry program at Janelle Bower Lewis Medical School (BLSM) will present table clinics inside the Exhibit Hall. These clinics, a popular way to learn from peers, will debut this year in the Exhibit Hall. Subjects will include caries detection, irrigation, whitening, and more.

#### Expanded Tracks

Creating interesting, dynamic tracks for your team members is important to us. We make it easy for them by detailing lectures best suited to their position — and we make it easy for you to choose the lectures and workshops you think they should attend.

### register online • [wsda.org/pndc](http://wsda.org/pndc)

It's fast, easy & secure. Save money when you register before April 15

Early Bird Full Conference badge fees: ADA Member Dentists: \$165-\$205 • Staff: \$115

Continuing Education Credits: 2005 • Non-ADA Member Dentists: \$115-\$150

Attendees buying full conference badges have their choice of access to 50 lectures at no additional cost!

### speakers

Dr. Joseph Albert  
Ms. Jenny Allen  
Dr. Edwin Bellamy  
Dr. Charles Blair  
Ms. Vani Bohbot  
Dr. Lee Ann Brady  
Dr. Bobby Butler  
Dr. Steve Conkles  
Dr. David Chan  
Mr. Art Cole  
Mr. David Cook &  
Dr. Daniel Cook  
Dr. Bruce Cooper  
Dr. Gabriel Dan Singh  
Dr. Mark Donaldson  
Dr. Jason H. Goodchild  
Ms. Melinda Dyches  
Dr. Albert Goering  
Dr. Robert Gottlieb  
Mr. Scott M. Henderson  
Ms. Niki Hanson

Swiss Alpha  
Ergonomics  
Oral Surgery  
Coding, Productivity  
Implants  
Ethics  
Swiss Biocom  
Ethics/Composites  
Basic Life Support, First Aid  
Practice Sales

Digital Impressions  
Restorative  
Pharmacology

Dentix  
Practice Management  
Periodontal Therapy  
Pharmacology  
Temporaries, Impressions  
Infection Control, Inventory  
Control

Dr. Timothy Hess  
Dr. Sally Hewitt

Ms. CeCe Homer  
Dr. Joe Hong  
Dr. Ronald Hu

Ms. Mary Johnson  
Dr. Gregory Kinzer  
Dr. Doug Lambert  
Lieberman, Houser, Johnson  
Dr. Samuel Low  
Ms. Barb Jacobucci  
Mr. G. Kent Mangelsen  
Ms. Judy Kay Mausolf

Ms. Jay Mills  
Ms. Jill Moore  
Dr. Uche Odiahu  
Ms. Kary Odiahu  
Dr. Uche Odiahu  
Dr. Ray Padilla  
Perio Institute  
Dr. Alfonso Pinyero  
Ms. Janet Press

Dr. Steve Ratcliff  
Ms. Sandy Roth  
Dr. Huan "Todd" Su  
Dr. John Swirsky

Ms. Sheri Takeda  
Dr. Chandur Wadhawan  
Ms. Pamela Wood

Dr. Grace Wu

Implant Restorations  
Adolescent Oral Health  
Dental Assisting (Algebra)  
Impression  
Passionate Life  
Implant Dentistry  
Pediatric Behavior  
Management  
Radiography  
Ethics/Treatment Planning  
Composites  
Radiography  
Periodontics  
Social Media  
Asset Protection  
Team Motivation  
Communication  
Insurance, Communication  
Health, Ergonomics  
Oral Systemic Connection  
NSCA - Women's Health  
Health/Fitness  
Sports Dentistry  
Crown Lengthening  
Implants  
Dentist Hygiene/  
Periodontics  
Ethics, Decision  
Communication  
Implants  
Oral Pathology & Medicine  
Oral & Maxillofacial  
Pathology, Oral Disease  
Management  
Emotional Intelligence  
Implant Restoration  
Periodontics/ Dental  
Hygiene, Diabetes Screening  
Team Motivation  
Endodontics

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