

# today

Pacific  
Dental  
Conference



## More 'Live Dentistry' on stage today

The Live Dentistry stage in the exhibit hall remains active today, with three more sessions on the schedule.

»page 2



## Latest word on oral cancer screening

As the patient profile has changed, so have best practices in screening and communicating with your patients.

»page 4



## Scenes from the PDC

A bustling exhibit hall and education sessions on Thursday were filled with learners, educators, shoppers and wish-listers. See anybody you know?

»pages 5 & 6



## Artistic start

Attendees pick up conference bags Thursday morning against the backdrop of one of the Vancouver Convention Centre's hemlock walls, which also appear in the bag's design. Above the crowd is "Floats" by Finnish sculptor Jaakko Pernu, who crafted the work with beetle-kill pine from British Columbia forestlands. (Photo/Robert Selleck, Dental Tribune)

## Diverse educational options and must-have exhibitor products set the tone for this year's PDC

There were nearly 12,000 visitors to the convention centre for the Pacific Dental Conference on Thursday. The day started with a peaceful hush in the nearly empty pathways of the exhibit hall Thursday morning, but that quickly changed once the morning lectures ended at 11:30 and attendees poured through the entrance on the hunt for products and services. Here are a few booths that stood out to us as we walked the exhibit hall floor.

*Treasure Tower World (No. 1350)* – Representatives say that the Treasure Tower is the most effective rewards system in the world and accepts both tokens and quarters. You can place the toy-filled tower in your office to reward children for good checkups. The sanitary, organized and self-contained unit takes up little floor space and will

»see START, page 2

## Tonight: Music, comedy, dancing

Dancing's a given tonight, but The Timebenders Experience offers a fun bonus, too: It promises to be hilarious.

The Friday Night Social Event, 6:45–10 p.m. at the Vancouver Convention Centre, delivers a musical romp through the ages, featuring dance music and outrageous impersonations of the greatest popular music stars of the past 60 years.

The fast-paced, high-energy show includes more than 22 costume changes, all backed by an upbeat choreography.

Catch up with friends and colleagues while enjoying a light snack, beverage and lots of dancing and laughing.



It's 'Viva Vancouver' tonight, with a little less conversation and a lot more hilarity, courtesy of The Timebenders Experience. (Photo/Provided by The Timebenders Experience)

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# What to do next?

■ The Live Dentistry Stage (find it on the west side of the exhibit hall) was the center of highly focused attention Thursday. Two sessions were on schedule for the fully functioning operatory that features procedures in real time with real patients.

If you weren't able to catch one of the live (and on the giant-screen) sessions yesterday, you get three more opportunities today, at 9:30 a.m., 11:30 a.m. and 2 p.m.

The challenge though isn't narrowing down your choice among the Live Dentistry selection; the real challenge is reaching a decision on your overall conference options for the lectures, hand-on workshops and other educational offerings vying for your attention today.

You're facing about 50 possible sessions to choose from, most worth C.E. credit and most at no extra charge.

If you're struggling with analysis paralysis or debating the possibility of using a coin toss to pick your sessions,



• He may be unrecognizable with all the hardware around him, but this is Dr. Robert Lowe on the Live Dentistry Arena Stage on Thursday. The stage is located on the west side of the exhibit hall and features three more lecturers today. Seats fill quickly so arrive early if you're attending one of today's sessions.

consider giving this approach a try: Don't pick the sessions you think you could teach, and don't pick the topics you've always been fascinated by or most curious about. Instead, drop in on a session you think may not really apply

to your practice and keep your mind as open as a new dental student's. You just may end up leaving with your highest-value insight of the conference and some renewed excitement and enthusiasm about your near-term goals.

## START "from page 1"

provide positive reinforcement for a young child's trip to the dentist.

**SmartKlean (No. 1452)** – Ever hear of reusable laundry detergent? Well it's not detergent as you know it, but SmartKlean is an eco-friendly method of washing clothes without detergent that can save you money. One of these washing balls can be used to wash 18 pounds of clothes a day for 365 days before you need to replace it. Natural ceramics in the ball emit ions that weaken adherence of the dirt and quickly eliminate it from fabrics without the need for soap. Save \$5 and additional taxes by purchasing here at the show.

**Sinclair Dental (No. 729)** – This full-service dental supply company is Canadian owned and operated. The company strives to improve customer satisfaction, provide innovative solutions and adapt to the dental industry's ever-changing trends and needs. During the exhibition, you can get a free whitening treatment.

**Exan Mercedes Software (No. 1035)** – The company is a leader in dental practice management software development. On Thursday, Victoria Zazulak lectured about the software to a sizeable group gathered at the booth.

**VELscope (No. 1635)** – VELscope Vx is LED Dental's latest model release in the VELscope system. It's cordless, compact and an affordable option, even for multiple operatories to discover oral abnormalities. VELscope's blue-spectrum light causes the soft tissues of the mouth to naturally fluoresce.

The exhibit hall is open until 5:30 p.m. today, so there is still plenty of time to hit all the booths on your list and even add some extra ones.



• Victoria Zazulak lectures at the Exan Mercedes Software booth (No. 1035) on Thursday. (Photos/Robin Goodman, Dental Tribune)



• Digital Orca, by Douglas Coupland, is worth a quick side trip on the way to the exhibit floor or education sessions. It's on the convention centre's west side, near the float plane terminal.

## PDC mobile app

Scan this QR code to access the app right now or download the app from your app store by searching "PDC 2012."



• Darcy Chorley asks, "Have you ever thought of giving up laundry detergent forever?" Now you can, with SmartKlean (booth No. 1452), which uses ceramic pellets.



• Ginny Potter, left, and certified dental assistant Charlotte Schwaricke at the Treasure Tower World booth (No. 1350).



• Shervin Nowtash at the Sinclair Dental booth (No. 729) was peppered with questions about the free whitening being offered through today.

**today** About  
the Publisher

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# Oral cancer: An emerging pandemic?

Saturday's 'sex talk' will change the way you screen for oral cancer and discuss the disease with patients

By Robert Selleck, Managing Editor

■ In much the same way that the profile of today's oral cancer patient has dramatically changed in recent years, so too has the best-practice approach to screening.

"It's been a paradigm shift," said Jo-Anne Jones, RDH, who speaks internationally on the topic. "At one point, we were very confident in identifying those in our patient population we felt were at risk: smokers; heavy drinkers; over 40. Now we're seeing this much younger profile that doesn't possess those traditional risk factors or similar etiologic factors."

In her session from 10 a.m. to 12:30 p.m. Saturday, Jones advocates for an annual, comprehensive oral-cancer screening for every adult or patient of a sexually active age. "We need to be looking at this younger population with greater scrutiny because they are at greater risk — with the disease being primarily sexually transmitted now, by virus. It's a life-saving examination that takes between two and four minutes."

The biggest hurdle for many dental professionals, Jones said, has nothing to do with devoting time to learning more about early signs and providing a more comprehensive exam to a bigger patient base. The challenge for many, she said, is getting comfortable with explaining to patients the change that has taken place and why an office's approach to screening has had to change, too. "It's a tricky subject to talk about oral sex with our patients. It's something that many of us are not really comfortable

## Here at the PDC

The session "Oral Cancer: An Emerging Pandemic?" by Jo-Anne Jones, RDH, is 10 a.m. to 12:30 p.m. on Saturday in VCC room 301. Handouts available online include a medical history update form with a number of questions designed to reveal a variety of potential health problems linked to oral health. You can contact Jones at [jjones@rdh-connection.com](mailto:jjones@rdh-connection.com).

with, especially, perhaps, with the opposite sex," Jones said.

Adding to the challenge is the potential for having to let a patient know about a suspicious finding, another area that falls outside the type of health information a dental professional may be more used to delivering.

In her presentation, Jones goes far beyond providing details on how to perform a comprehensive patient assessment and screening. She goes straight to the heart of the oftentimes more challenging communication issues, giving dentists, hygienists, assistants and other staff guidance that will increase confidence and comfort levels.

Jones said it's important to use clear, direct language to explain the reasons for the examination because many patients may not have ever experienced a comprehensive screening before. Jones explained that it's important for dental patients to understand that a dental checkup today involves far more than checking for clean teeth and cavities. Beyond the need for clarity, she said, there's just as much need for



• Jo-Anne Jones, RDH, says a comprehensive oral screening can be accomplished in under four minutes. She takes you through it on Saturday. (Photo/Provided by Jo-Anne Jones)

sensitivity. For example, if there is a suspicious finding, there's no need to use the term "biopsy" or other language a patient might find frightening when, instead, it can be just as clear to refer to, "a very, very small tissue sampling," followed by, "Ninety-nine percent of the time, it's absolutely nothing, but our practice is dedicated to early detection and better outcomes."

Jones said that because it appears that many dental patients are not receiving comprehensive assessments and screenings, Health Canada, with backing from a number of health-care industry companies, is investing millions of dollars in efforts to increase awareness.

Much of the information is focused on the human papilloma virus (HPV), which Jones said has accounted for a 225 percent increase in oropharyngeal cancers between 1988 and 2004. The website [www.hpvinfo.ca](http://www.hpvinfo.ca) states

that "75 percent of sexually active Canadians will have at least one HPV infection in their lifetime. Most cases of HPV are found in people aged 15 to 24."

In her presentation, Jones shares some of the latest information on HPV and the HPV vaccination. Another key area she focuses on, inspired by recent headlines, is how to identify the subtle symptoms that went unnoticed in movie star Michael Douglas prior to his oral cancer diagnosis: slight earache, enlarged lymph node on one side of the neck, the feeling of something being caught in the throat, a sore throat, persistent sore throat or infection.

Jones encourages every dental professional to take her message to heart, and she said that those with teenagers at home will leave her session with valuable guidance not just professionally but of critical importance personally as well.

## Health Canada website oral health quick facts

In Canada, oral cancer is the 13th most common cancer (ranking 6th worldwide)



• (Photo/Provided by Canadian Dental Hygienists Association)

- In 2010, the number of new cases and deaths because of oral cancer was predicted to be almost three times higher than cervical cancer and double the rates of liver cancer.
- The five-year survival rate for oral cancer is 63 percent, compared with survival rates of cervical cancer at 75 percent.
- Risk factors reported include age, smoking, alcohol, human papilloma virus (HPV), gender, diet and sun exposure.

### 2011 estimated new cases/age-standardized incidence rate for cancers

- Oral — 3,600 (Canadian men and women)
- Cervical — 1,300

### 2011 estimated deaths/age-standardized mortality rates for cancers

- Oral — 1,150 (Canadian men and women)
- Cervical — 350

### Oral and oropharyngeal cancer risk factors

- Age, race and gender
- Tobacco or alcohol consumption
- Combined use of tobacco/alcohol
- Prolonged exposure to ultraviolet light
- Dietary deficiencies
- Immunosuppression
- Human papilloma virus

(Sources: Health Canada and Canadian Cancer Society/Canadian Cancer Statistics)

# Scenes from Thursday



• Gala apples from British Columbia greet attendees entering the exhibit hall Thursday morning. Dental assistants Susie Suk, from left, Ying Wan, Alice Ng and Krosang Lee, from three separate practices in the Vancouver area, follow the directions on the sign above the display of apples: "Bite Me." This is the third PDC the trio has attended together.



• Miki Tiedt at the NuSmile booth (No. 455) can tell you all about these pediatric crowns that can be completed in a single appointment via an easy placement technique.



• JP LeBlanc at the Instrumentarium booth (No. 1146).



• Territory Manager Julia Kennedy has information worth tweeting about: all the details on The Canary System, a laser-based diagnostic device (Henry Schein booth No. 709).

*Photos by  
Robin Goodman,  
Dental Tribune*



• Randy Bailey holds a box of BEAUTIFUL Flow Plus at the Shofu booth (No. 304).



• Erlene Thomas at the Beutlich booth (No. 236) pauses for a photo between visitors.



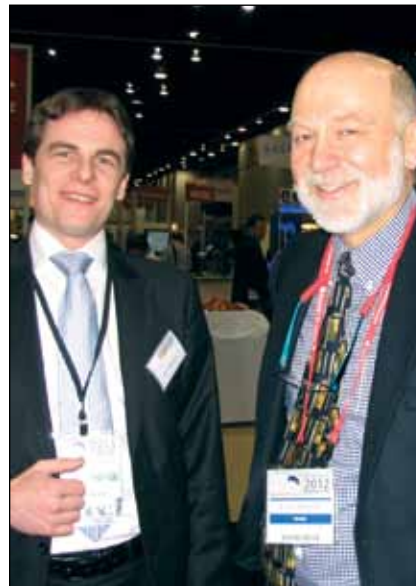
• Just after the exhibit hall opened Thursday morning, Frank Cortes, left, and Henric Karsk at the Directa booth (No. 347) are all smiles as they wait for attendees to be released from the morning lectures.



• Austin Holder, left, and Martin Krzeczynski at the Carl Zeiss booth (No. 652) on Thursday afternoon.



• Wayne Rees can tell you all about the VELscope Vx, which is a cordless, compact and affordable option for assisting in the discovery of oral abnormalities (booth No. 1635).



• Rene Mairinger, left, and Dr. Ernie Schmidt pause during their conversation at the Sirona booth (No. 513) to smile for the camera.



• Melanie Bernier, from left, Chadi Saade and Jennifer Murphy at the Dental Savings Corp. booth (No. 1225).



• The gang's all here at the Oral Sciences booth (No. 1029).

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# Coated pediatric crowns turn sceptic into advocate

**Carla Cohn, DMD, tried NuSmile in response to so many parents flatly saying 'No' to exposed stainless steel**

■ When early childhood caries creates the need for restorations, a treatment of choice for strength, durability and protection has long been basic stainless steel crowns. But when it comes to esthetics — especially with anterior teeth — shiny stainless steel quickly loses top ranking.

For many dentists, that means facing the challenges of strip crowns or composites. In 1991, NuSmile® joined the effort to end the esthetics-versus-durability dilemma, introducing its proprietary approach to manufacturing coated stainless steel crowns.

"There are a few other companies that have similar products, but NuSmile has performed with consistently higher results in laboratory studies that measure things such as fracture and fatigue resistance, color stability and wear," said NuSmile CEO and President Diane Johnson Krueger. "Also, in two separate surveys of pediatric dentists, more dentists preferred NuSmile Crowns than any other esthetic pediatric crown offered."

One such dentist would be Carla Cohn, DMD, of Winnipeg, Manitoba, who works exclusively in children's dentistry. With 20 years of experience, she also is a clinical instructor at the University of Manitoba and international lecturer on pediatric dentistry issues.

"Immediately following dental school, I entered into a general dentistry private practice," Cohn said. "But my true passion was for the children, and after a children's-hospital dental internship, I limited my practice to children. I haven't had a moment's regret since. For me, treating kids, all day every day, is a pleasure."

Cohn was introduced to NuSmile Crowns at a dental convention exhibition booth, but wasn't a quick convert. "Initially, I dismissed the need for such a product," she said. "I mistakenly thought I could treat the kids in my practice with my current armamentarium: strip crowns, composite and stainless steel crowns. In time, I realized how invaluable these esthetic crowns really are."

Today, Cohn has come full circle, frequently appearing at dental conferences to guide fellow practitioners through the NuSmile process. Her answers to a series of questions presented by Dental Tribune provide insight into her journey from sceptic to advocate.

## Here at the PDC

Learn more at the NuSmile Crowns booth, No. 454, in the exhibit hall. Call NuSmile at (800) 346-5133 or visit online at [www.nusmilecrowns.com](http://www.nusmilecrowns.com).

## What made you want to try NuSmile?

Over the years, I spent countless hours fussing over anterior strip crowns — trying to maintain a dry field, finishing and polishing and never being quite happy with the results. I worried that those teeth that needed pulpal treatment would ultimately fail due to leakage of the composite. After time, the strip crowns would stain and chip. NuSmile Crowns are much less technique sensitive than strip crowns. Moisture and hemorrhage control are not as crucial to their success as with strip crowns. They are more durable than strip crowns, and will not exhibit leakage and risk failure of a pulpal treated tooth due to contamination. Best of all, they give an esthetic result with virtually no finishing required.

## What about posterior teeth?

For posterior teeth, there are clear indications for full coverage: large and extensive caries, pulpal treated teeth, high-risk patients. Stainless steel crowns are the gold standard for restoration of these teeth, but the esthetics of a stainless steel crown are very clearly lacking. It is becoming more and more common for parents to be seeking an esthetic alternative. Far too many practitioners place composites in these teeth, and they are simply doomed to fail. The simple fact is, that unless you have this in your armamentarium, you cannot provide an esthetic alternative in these situations.

## What are some advantages of NuSmile products compared with others?

I have found the finish of NuSmile Crowns to be very esthetic. The facing has a natural appearance. The sizing system is easy to work with, and in my experience, they have been very durable. I have had great success with the retention and wear of the NuSmile Crowns. The parents in my practice have been delighted. I have had several patients come seeking a second opinion from me, and when I am able to offer them an alternative to a stainless steel crown, they are thrilled.



• Dr. Carla Cohn reports great success with the retention and wear of NuSmile Crowns. "Parents in my practice have been delighted," she said. (Photo/Provided by NuSmile Crowns)

Once Cohn committed to trying NuSmile, mastery came quickly.

"It really is easy to prep for the NuSmile Crowns and place them," she said. "General practitioners in particular, who are accustomed to preparing teeth for full coverage as in a porcelain-type crown, will find the preparation very similar in the amount of tooth structure that must be removed. It only takes one or two times to get used to working with them."

The more success Cohn had with NuSmile Crowns, the more she found herself recommending them.

As a former sceptic, she puts this question to the hesitant: "If a parent or

patient flat out refuses a stainless steel crown due to esthetics — what are you going to use as a restoration? If you don't have an esthetic full-coverage alternative, you have no alternative."

Cohn said she has learned that practitioners can't just act on the needs of patients, but also must understand desires. "We must be able to deliver quality treatment with confidence," she said.

Learn more at the Pacific Dental Conference by visiting the NuSmile Crowns booth (No. 454), calling (800) 346-5133 or visiting [www.nusmilecrowns.com](http://www.nusmilecrowns.com).

(Source: NuSmile Crowns)

# Transparent matrices: Easy, versatile

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## Here at the PDC

For more about the Directa CoForm matrix system, visit Directa AB at booth No. 347. Or you may call (205) 788-4224 or visit [www.directadental.com](http://www.directadental.com).

etching and bonding with a slight movement to avoid air bubbles. When securely in place, excessive composite material should be removed.

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Fig. 2



Fig. 1

Fig. 2: Light curing a CoForm

Fig. 1: Applying a Directa CoForm (Photos/Provided by Directa AB)

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\* MA Pollard, Curzon JA, Fenion WL. *Mise à jour de la Dent. Mai 1991, 18 (4): 150-2*

(Source: Directa AB)

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## New oral health site supports professional development

Colgate-Palmolive, a world leader in oral care, has announced the launch of the Colgate Oral Health Network for Professional Education and Development — an online resource dedicated to helping dental professionals improve the oral health and well-being of their patients.

Through a partnership with the Dental Tribune Study Club (DTSC), the Colgate Oral Health Network provides access to some of the latest information and developments in oral health. The online network offers educational resources such as live webinars and on-demand seminars. Dental professionals can access the free benefits of the Colgate Oral Health Network by registering at [www.colgateoralhealthnetwork.com](http://www.colgateoralhealthnetwork.com).

"Colgate has been a long-standing partner of dental professionals worldwide," said Barbara Shearer, director of scientific affairs at Colgate Oral Pharmaceuticals. "The launch of the Colgate Oral Health Network marks an expansion of our commitment to oral health education as we continue to help keep the profession connected with up-to-date news and e-learning opportunities."

The Colgate Oral Health Network also serves as an interaction platform for dental professionals worldwide by incorporating various cultures and new perspectives into the online educational mix.

To learn more or to join the Colgate Oral Health Network, visit the website [www.colgateoralhealthnetwork.com](http://www.colgateoralhealthnetwork.com).

(Sources: Colgate-Palmolive, DTSC)

## Here at the PDC

To learn more about the Dental Tribune Study Club and Colgate Oral Health Network, visit Colgate at booth No. 528.

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