

# today



### A Midwinter special

Text **PROPHY** to 97000 to get a promo code for 10 percent off all Keystone Industries' prophylaxis products. Stop by booth No. 4011 for more information.



### 10 years and counting

America's ToothFairy has been helping children for a decade. Come celebrate its anniversary today!

»page 6



### And making its debut in this aisle ...

New hard- and soft-tissue dental laser launches with a special introductory price.

»page 30

# A winter wonderland



• The city of Chicago. (Photo/Provided by City of Chicago/GRC)

## At 151 years young, the Chicago Midwinter Meeting still keeps things fresh

■ It's cold outside, that is for sure. But inside the McCormick Place West, things are just beginning to heat up, thanks in part to the many new offerings here at the 151st session of the Chicago Midwinter Meeting.

### New features on the mobile app

There are plenty of reasons every year to download the Midwinter Meeting mobile app to enhance your meeting experience, but this year there are even more.

- C.E. Certification is available on the app. Look for the "C.E. Certification" button, which links to the website.
- The Virtual Tradeshow Bag, which was emailed to pre-registered attendees, is available on the app. This

»see WINTER, page 3

## OHA honors Dr. Michael Alfano at 26th gala and benefit

■ Oral Health America (OHA) recognized Dr. Michael Alfano with the Tribute Award at its 26th annual gala and benefit, held before the Chicago Midwinter Meeting on Wednesday night at the Navy Pier. Alfano, DMD, PhD, serves as professor, dean and executive vice president emeritus at New York University.

Each year, OHA honors an individual whose career significantly impacts oral health on a regional or

### For more information

For more information about Oral Health America and its mission, visit [oralhealthamerica.org](http://oralhealthamerica.org).

national level; who has been innovative, creative and pioneering; who is able to demonstrate positive, measurable change during a sustained period; and who has achieved success

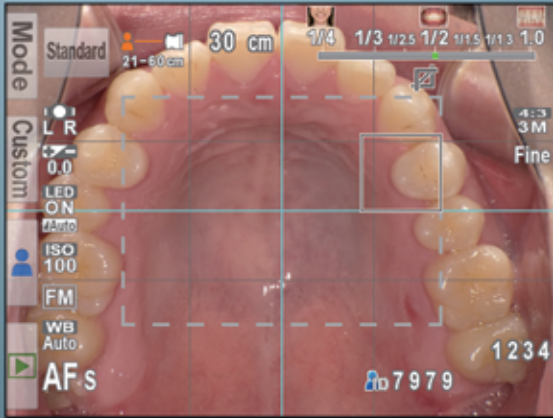
in overcoming barriers to oral health access, education and advocacy.

"Dr. Alfano more than exemplifies each of these criteria for this award in the most profound ways imaginable," said Beth Truett, president and CEO of Oral Health America. "Beyond his loyalty to Oral Health America's mission and work, his belief in health equity and the need for change in prioritizing oral health for all Americans thrives with the Santa Fe Group, the 2016 Glo-

bal Oral Cancer Forum and so many other important initiatives."

The tribute award was part of OHA's annual fundraising benefit. Hosted at Chicago's historic Navy Pier, the event featured a cocktail reception, dinner and dancing, as well as a silent auction and raffle. The theme, Mardi Gras Redux, also heralded Oral Health America's return to one of the city's most spectacular landmarks during its centennial year.

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\*Brinker, S. (2015, January). HIPAA compliance and digital photography with personal mobile devices. *Dental Products Report*, 76-80.



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Tribune America, LLC  
116 W. 23rd St., Suite 500  
New York, N.Y. 10011  
Phone: (212) 244-7181  
Fax: (212) 244-7185  
E-mail: [info@dental-tribune.com](mailto:info@dental-tribune.com)  
[www.dental-tribune.com](http://www.dental-tribune.com)

**Publisher & Chairman**  
Torsten Oemus  
[t.oemus@dental-tribune.com](mailto:t.oemus@dental-tribune.com)

**President/Chief Executive Officer**  
Eric Seid  
[e.seid@dental-tribune.com](mailto:e.seid@dental-tribune.com)

**Group Editor**  
Kristine Colker  
[k.colker@dental-tribune.com](mailto:k.colker@dental-tribune.com)

**Managing Editor**  
Fred Michmershuizen  
[f.michmershuizen@dental-tribune.com](mailto:f.michmershuizen@dental-tribune.com)

**Managing Editor**  
Sierra Rendon  
[s.rendon@dental-tribune.com](mailto:s.rendon@dental-tribune.com)

**Managing Editor**  
Robert Selleck  
[r.selleck@dental-tribune.com](mailto:r.selleck@dental-tribune.com)

**Product/Account Manager**  
Humberto Estrada  
[h.estrada@dental-tribune.com](mailto:h.estrada@dental-tribune.com)

**Product/Account Manager**  
Maria Kaiser  
[m.kaiser@dental-tribune.com](mailto:m.kaiser@dental-tribune.com)

**Product/Account Manager**  
Will Kenyon  
[w.kenyon@dental-tribune.com](mailto:w.kenyon@dental-tribune.com)

**Business Development Manager**  
Travis Gittens  
[t.gittens@dental-tribune.com](mailto:t.gittens@dental-tribune.com)

**Education Director**  
Christiane Ferret  
[c.ferret@dtstudyclub.com](mailto:c.ferret@dtstudyclub.com)

**Accounting Department**  
Nirmala Singh  
[n.singh@dental-tribune.com](mailto:n.singh@dental-tribune.com)



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feature gives you access to special offers only available here.

- Make sure to log into the app with your badge number to be eligible for a raffle to win prizes, including an iPad Air 2, an Apple Watch, a GoPro Camera and various Starbucks gift-cards. Names will be drawn twice a day, and winners will be announced at 11 a.m and 2 p.m. via push notification on the app. Their names will also be listed on the CDS blog, Open Wide.

## Midwinter BISTRO

Looking for a new place to dine? New this year, the Midwinter BISTRO will be located in the CDS Restaurant located on Level 3 and in the exhibit hall. Reserve your seat for lunch online.

## New educational offerings

Have you ever wondered how dentists in other nations practice dentistry? The Midwinter Meeting offers you the opportunity to look behind the curtain and hear how your colleagues in Mexico, Italy, Brazil and other nations address the issues patients present to them daily in their offices. Courses are translated into English.

In addition, three new learning tracks have been added to this year's meeting. The University of Illinois Chicago College of Dentistry, Southern Illinois University School of Dental Medicine and Midwestern University College of Dental Medicine will each have their own C.E. tracks.

## Product debuts

Every year at the Chicago Midwinter, companies from across the world

debut various new products and technology, giving attendees the first look. This year is no exception.

Over in booth No. 4815, Fotona is launching the new ST PRO Light-walker Dental Laser, a full-featured, hard- and soft-tissue dental laser.

In booth No. 1411, DEXIS is introducing the DEXIS Eleven, the next-generation of its software, which promises to enhance clinical workflow and increase security and flexibility by leveraging cloud computing.

There are also new products from Crest+Oral-B (the Oral-B Genius brush, booth No. 3002), AMD Lasers (upgraded Picasso+ series, booth No. 2413) and Medidenta (Air Free handpiece, booth No. 2611).

For even more new products, check out the new product section on the 2016 mobile app.

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# America's Toothfairy, The Salvation Army team up to address pediatric dental disease

■ **America's ToothFairy:** National Children's Oral Health Foundation and The Salvation Army's National Headquarters announced a new collaborative initiative to address the issue of pediatric dental disease.

Joining efforts to maximize resources and impact on the health of underserved children, this partnership will focus on rescuing children from potentially debilitating yet preventable tooth decay through oral-health education, awareness building and the expansion of access to preventive services and treatment.

The Salvation Army is also participating in the America's ToothFairy Smile Drive, a national campaign held this month, the National Children's Dental Health Month, to collect toothbrushes, toothpaste and other oral-care products for underserved children.

"The Salvation Army is committed to addressing the most basic human needs, of which health is one of the most important," said David Jeffrey, national commander of The Salvation

## Here in Chicago

America's ToothFairy: National Children's Oral Health Foundation will celebrate its 10th anniversary tonight from 5:30-7:30 at the Hyatt Regency McCormick Place. Please RSVP [torsvp@ncohf.org](mailto:torsvp@ncohf.org) or call (800) 559-9838, if you would like to attend.

Army USA. "We look forward to collaborating with America's ToothFairy to raise awareness of the devastating impact of pediatric dental disease and to ensure the children and families we serve have access to quality, affordable oral health resources and services."

"We are very proud to partner with The Salvation Army, recognizing its vital contributions to the health and wellness of families across our nation," said Fern Ingber, America's ToothFairy president and CEO. "We can think of no better partner in our effort to serve children and families in need."



Donations for the America's ToothFairy Smile Drive, which The Salvation Army is participating in this year. (Photo/Provided by NCOHF)

Pediatric dental disease is one of the most prevalent illnesses affecting children in the United States. More than 40 percent of U.S. children have dental cavities by the time they reach kindergarten, and one in five go without dental care. Left untreated, severe tooth decay can lead to malnourishment, anemia, life-threatening secondary infections and even death.

## About The Salvation Army

The Salvation Army, established in London in 1865, has been supporting those in need without discrimination for more than 130 years in the

United States. Approximately 30 million Americans receive assistance from The Salvation Army each year through a range of social services: food for the hungry, relief for disaster victims, assistance for the disabled, outreach to the elderly and ill, clothing and shelter to the homeless and opportunities for underprivileged children. The organization reports that 82 cents of every dollar donated goes to support those services in 5,000 communities nationwide. For more information, go to [salvationarmyusa.org](http://salvationarmyusa.org) or follow on Twitter @SalvationArmyUS.

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##### Thursday, February 25th

10:00 AM – 11:30 AM	Dr. Parag Kachalia
11:30 AM – 1:00 PM	Dr. Roman Cibirka
1:00 PM – 2:30 PM	Dr. William Busch
2:30 PM – 4:30 PM	Dr. Jonathan Ferencz

# A digital camera designed just for dentists' clinical photography, case documentation

By Shofu Dental Staff

■ A recipient of the Pride Institute's 2015 "Best of Class" Technology Award, the EyeSpecial C-II is the first digital camera designed exclusively for dentistry.

Intended for predictable and consistent clinical photography, case documentation, lab collaboration and patient education, the EyeSpecial C-II achieves brilliant images with simplicity and convenience, according to Shofu. Equipped with a high-quality sensor and unique FlashMatic module, a proprietary system of flashes and filters, this intelligent camera can demonstrate true-color reproduction and an exceptional depth-of-field range, the company asserts.

Like smart phones and tablets, the EyeSpecial C-II is designed to be highly intuitive and user friendly. It has eight pre-set dental shooting modes for efficient dental photography and features numerous smart functions that can enrich peer-to-peer and lab collaboration and patient



• Shofu's EyeSpecial C-II digital dental camera includes the isolate shade mode, which grays out the gingival tissue for optimal shade matching. (Photo/Provided by Shofu Dental)

education, according to the company.

For instance, the unique isolate shade mode grays out the gingival part of an image to facilitate shade matching for both the lab technician and dentist. The draw/edit function enables making notes on images, which can be an added value when discussing treatment options or progress, or when pointing out problematic areas in treatment modality.

Furthermore, for more efficient visual communication, the LCD

screen of the EyeSpecial C-II is larger than displays in typical smart phones and SLR cameras, and it can be operated with a gloved hand.

Thanks to the proliferation of HIPAA-compliant Bluetooth and wireless dental-office technologies, Shofu's camera can provide the ability to wirelessly interconnect with other systems in the operator and laboratory. When equipped with a Wi-Fi card, a photograph captured with the EyeSpecial C-II will instantly appear

## Here in Chicago

To learn more about the EyeSpecial C-II, stop by Shofu's booth, No. 2811, or visit [www.shofu.com](http://www.shofu.com) or call (800) 827-4638.

on connected devices, including a desktop computer monitor, laptop or an iPad, turning a dental office or a laboratory into a communication hub.

Designed for comfort and functionality, the EyeSpecial C-II complies with stringent infection control protocols, according to the company. The camera is water-, chemical- and scratch-resistant, and it can be swiftly disinfected with a wipe.

Packed with what Shofu asserts are intuitive, cutting-edge functions, the EyeSpecial C-II will help achieve the varied needs of a busy dental office or lab, whether it is the dentist, assistant or hygienist performing clinical photography, case documentation, lab collaboration or patient communication and education.

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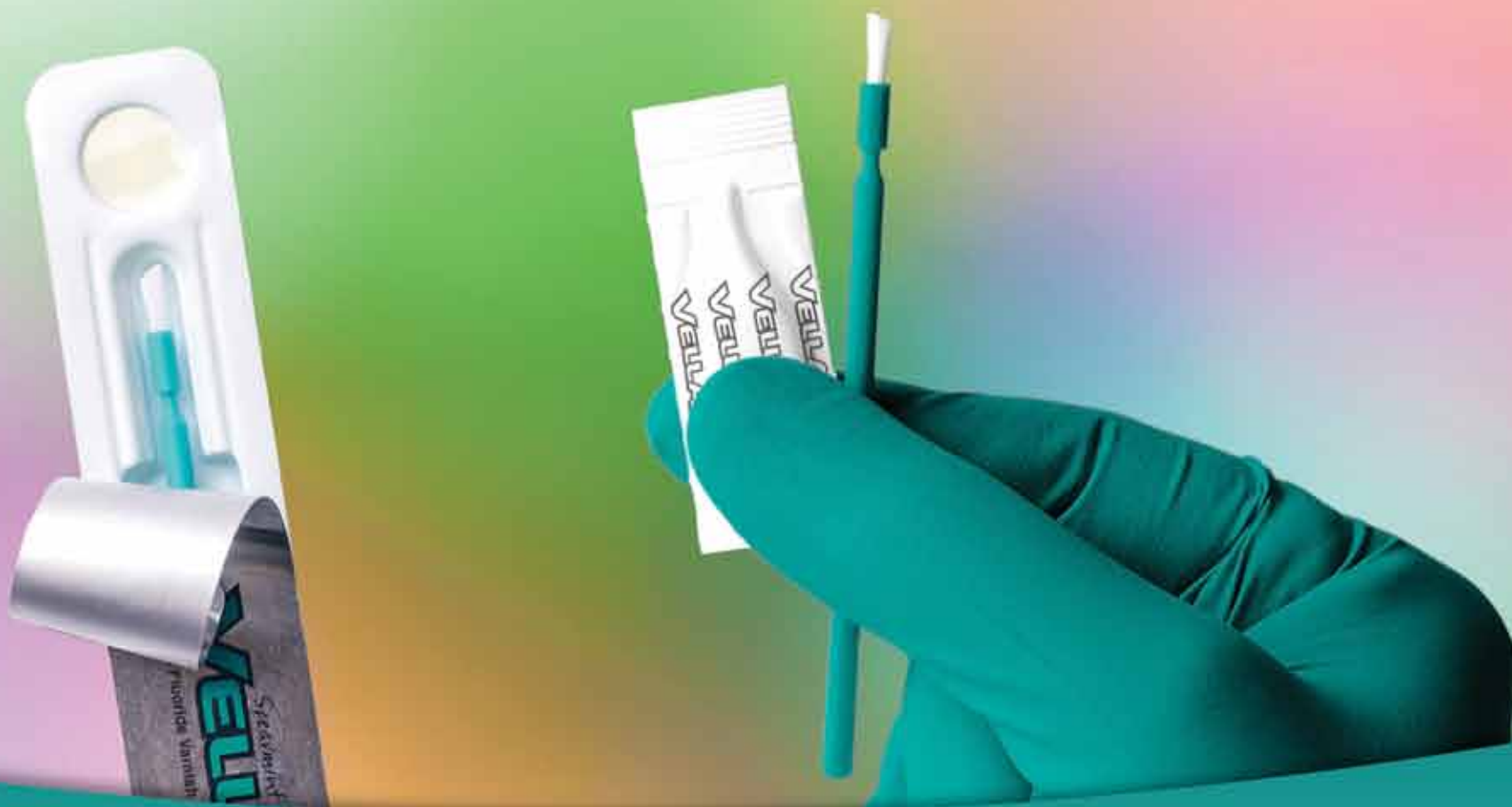
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