

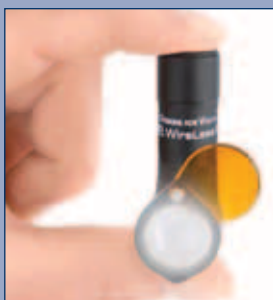
# today



### ODA's 150th birthday bash is tonight

Live, multimedia spectacular with Your Generation in Concert celebrates with hits from the '60s through today.

»page 3



### No wires, but plenty of light

Cordless, compact, lightweight LED headlights easily transfer between loupes and other eyewear.

»page 18



### Camera designed for entire dental team

Camera designed with dentistry in mind helps any member of the dental team boost case acceptance.

»page 20

# Happy 150th!



## Annual Spring Meeting celebrates ODA and its 150 years of organized dentistry in Ontario

■ Welcome to ASM150, the Annual Spring Meeting that this year is celebrating the Ontario Dental Association's 150th anniversary. The agenda features speakers, clinical demonstrations, networking and entertainment, much like the ODA's first scientific session did in 1889.

What's not the same is that today the meeting attracts more than 12,000 dental professionals, has an agenda featuring more than 90 internationally recognized speakers and features more than 350 companies displaying products and services in more than 75,000 square feet of exhibit space.

According to the ODA, the three-day annual meeting and trade show today enjoys a reputation as one of the largest and most respected dental conventions in North America.

And as a bonus, it all takes place against the backdrop of one of the world's most vibrant cities, Toronto, with shopping, dining, entertainment and cultural attractions that bring visitors year-round from around the globe.

Co-presented with the Canadian Dental Association, ASM150 also features ADA CERP-recognized continuing education. You can earn six C.E. points per day, to a maximum of 18 for the three days. There

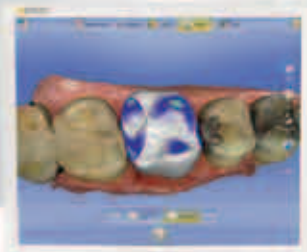
• At the Metro Toronto Convention Centre south entrance, find the 'Woodpecker Column' by Dai Skuse and Kim Kozzi (working collaboratively under the name Fastwürms). The sculpture acknowledges the centre's history as a swamp, where waterlogged and decaying trees would have attracted indigenous woodpeckers. (Photos/Provided by Metro Toronto Convention Centre)

»see 150TH, page 3



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# 150th birthday bash tonight

Live multimedia spectacular celebrates pop and rock hits from the '60s through today

■ ASM150 attendees and ODA members get a chance tonight to take a trip down memory lane in celebration of the ODA's 150th anniversary.

Those who have registered to attend the event will be able to enjoy a variety of food and drink – and if the mood strikes – be ready to dance the night away to the nostalgic sounds of the past five decades courtesy of the live musical group “Your Generation in Concert™.”

The event kicks off at 6 p.m. and runs until 10 p.m. in Hall C of the Metro Toronto Convention Centre North Building.

Your Generation in Concert is described as being a live multimedia spectacular celebrating the greatest pop and rock hits from the 1960s through today. The show is anchored by an eight-piece band that takes the audience on a musical journey of their lives' soundtrack, reaching back more than 50 years. While other acts often cover songs of one particular band, Your Generation in Concert embraces every era. From The Beatles and the



• The eight members of 'Your Generation in Concert' take audiences on a musical journey along the soundtrack of the past five decades. (Photo/ Provided by Your Generation in Concert)

Rolling Stones, to the smooth sounds of Barry White, explosive pop of Michael Jackson and raw emotion of U2, the band delivers the most popular songs of the past 50 years.

(Sources: Ontario Dental Association and Your Generation in Concert)

## Tonight in Toronto

The ODA 150th Anniversary Bash with Your Generation in Concert is scheduled for tonight from 6–10 p.m. in the North Building, Hall C, at the Metro Toronto Convention Centre. Advanced registration required.

## 150TH from page 1

may be opportunity to earn bonus points by attending certain clinical workshops.

### C.E. on the exhibit floor

Attendees also can earn C.E. credit simply by touring the exhibit hall, which is open today and tomorrow. To obtain credit for visiting exhibitors in the morning (9 a.m. to noon) and afternoon (12:01 to 5:30 p.m.), you'll need to scan in at the C.E. scanning stations at the back of the exhibit hall at the end of rows 100 and 1900.

In addition to showcasing offerings from some of the world's top dental companies, the exhibit hall includes a number of feature areas:

- The Relaxation Zone (booth No. 2212), sponsored by ConfirmByEmail, offers complimentary 10-minute professional neck/shoulder massages.

- In the Wellness Lounge (booth No. 2212), sponsored by Carestream Dental, you can be guided through neck, shoulder, arm and wrist stretches, or you can experience a hand/arm massage with custom-mixed essential oils for relaxation, energy and focus. You can even get a foot massage and learn foot-care techniques.

- The Healthy Eating Zone (booth No. 2229), sponsored by Miele Professional, provides expert guidance on healthy eating habits that you'll be able to apply in your own kitchen.

- New this year is Facial Intelligence™ in booth No. 147, where you can learn the technique of reading faces, a valuable tool that can help build rapport, connections and relationships between professionals,



• The Metro Toronto Convention Centre South is adjacent to one of Toronto's top attractions, the CN Tower.

their staff and their patients.

### Complimentary cocktails

The ASM150 exhibit hall during the final hour before closing each day (4:30–5:30 p.m.) will feature a complimentary cocktail reception with a variety of food and beverages and opportunities to connect with exhibitors, speakers and colleagues. Today's reception is sponsored by Henry Schein, and tomorrow's is sponsored by KidSmiles. If you signed up for the receptions, you will have received drink tickets with your registration materials.

### ODA Booth – Level 800

Be sure to visit the ODA membership booth on the 800 level immediately outside the exhibits hall to meet with ODA board members, volunteers and

ODA and CDA staff to learn more about getting the most out of ODA membership. Popular topics include: CDA Secure Send; continuing education programs; compliance and regulatory issues; ODA Extended Health Care Insurance; becoming involved with your component society; interpretation and use of dental procedure codes; and reducing costs on energy, telecom and inventory management through the ODA Member Discount Program. Again this year, the booth also features an ODA Job Board to help connect those who are hiring with those who are looking.

Remember, there are no exhibits Saturday, so tomorrow is your last chance to take advantage of all the hall has to offer, from 9 a.m. to 5:30 p.m.

(Source: Ontario Dental Association)



# ODA's 150th anniversary prompts new look at history of dentistry in Ontario

## Website details 'fascinating and sometimes alarming' journey

■ Spring is a time of looking forward, but the Ontario Dental Association is using the season to take you on a journey back in time to see just how advanced dentistry has become.

In honour of the ODA's 150th anniversary this year, the association put together a dedicated website detailing what it refers to as "the fascinating and, sometimes alarming, history of dentistry in Ontario."

Did you know that anyone – regardless of training – could call themselves a dentist? Or that it was common for the local blacksmith to yank people's teeth out? And toothpaste used to be made with sugar! You can find all sorts of interesting facts

on the history of dentistry in Ontario on the website, <http://150.oda.ca>.

ODA President Dr. Jack McLister said: "For the past 150 years, Ontario dentists have been committed to educating the public on oral hygiene and advocating for access to dental care for everyone in the province. Like Canada, dentistry has evolved and progressed tremendously over that time, and the ODA and its members had a defining role in shaping the dental care standards enjoyed today."

### About the ODA

The ODA has been the voluntary professional association for dentists in Ontario since 1867. Today, it repre-

### Here in Toronto

**Take a Walk Through Dental History:** The Ontario Dental Association, in partnership with the Museum of Health Care at Kingston, Ontario, is presenting a slice of dental history at ASM150. You can see the evolution of the dental office in a unique exhibit on Level 700. The exhibit will also showcase equipment and other materials used in bringing oral health care to Ontarians during the past 150 years.

### Attend today's event ◀◀

Dr. James Shosenberg, former editor of the ODA's award-winning journal *Ontario Dentist*, has updated his narrative history of the ODA that was originally published to commemorate the association's 125th anniversary in 1992. In recognition of the ODA's 150th anniversary, Shosenberg will sign limited copies of a special edition of "The Rise of the ODA: 150 Years of Organized Dentistry" onsite at ASM150. You can pick up a complimentary signed copy at the ODA booth (Level 800, right outside the doors to the exhibit hall) today from 2-4 p.m. (Confirm the time with the ASM150 Mobile App or the final "ASM Guide.")

sent more than 9,000, or nine in 10, dentists across the province.

The ODA is Ontario's primary source of information on oral health and the dental profession. It advocates for accessible and sustainable

optimal oral health for all Ontarians by working with health-care professionals, governments, the private sector and the public.

(Source: Ontario Dental Association).

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- Nancy Johnston, RDH  
Ontario, Canada

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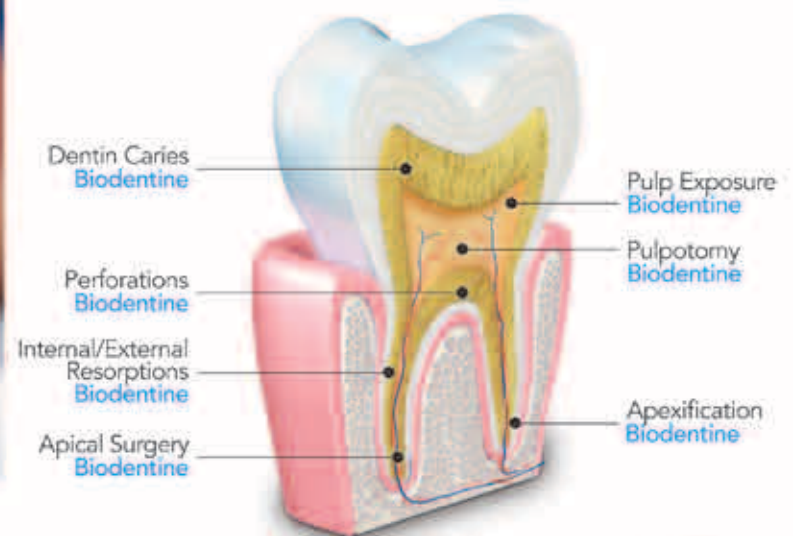


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# 80 works, 5 decades, 1 Icon

## First major Georgia O'Keeffe retrospective in Canada

■ Among the countless attractions within a 10-minute drive of the Metro Toronto Convention Centre is the Art Gallery of Ontario, which during ASM150 will be presenting the final and only North American stop for a major retrospective of one of the most significant painters of our time, Georgia O'Keeffe (1887–1986).

The gallery is at 317 Dundas St. West and can be contacted at (416) 979-6648. Hours vary with the day of the week.

Following the success of the Georgia O'Keeffe exhibition at the Tate Modern in London, England, and Bank Austria Kunstforum in Vienna, Austria, the exhibition arrived in Toronto in April to offer new perspective on the trailblazing figure. This will also mark the largest and most significant exhibition of the artist's work ever presented in Canada, with more than 80 works, including two paintings exclusive to the AGO's presentation. "Georgia O'Keeffe" runs through July 30.

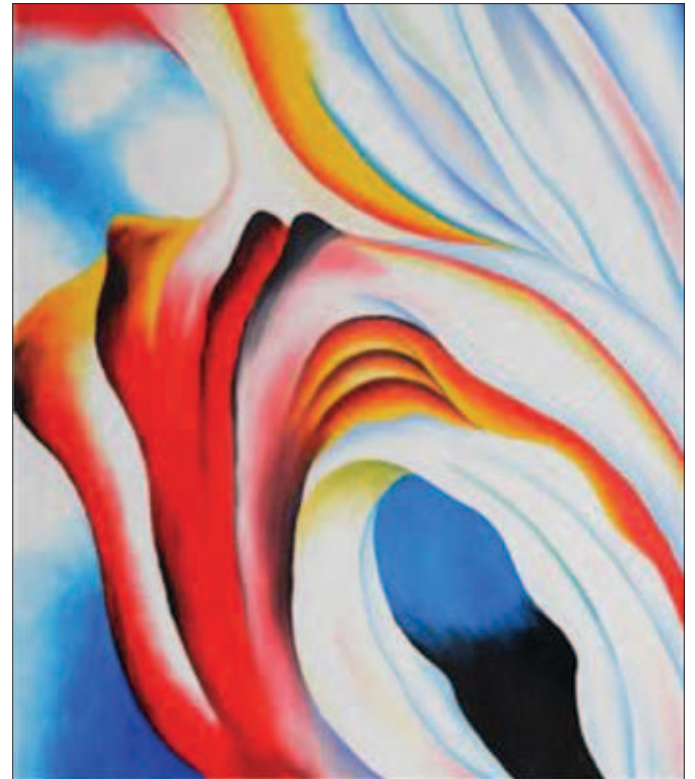
Timed-entry tickets for "Georgia O'Keeffe" are \$16.50 for post-secondary students and youth ages 17 and younger, \$21.50 for seniors and \$25 for adults. Tickets are available online at [ago.net/georgia-okeeffe](http://ago.net/georgia-okeeffe), in person and by phone.

Admission is free for AGO members and for children age 5 and younger. AGO Members have access to an exclusive preview before the exhibition opens to the public. More information on the benefits of AGO membership can be found at [ago.net/general-membership](http://ago.net/general-membership).

Tonight at 7 p.m. the gallery is presenting the May First Thursday, which brings together artists who play with the connections and contradictions between gender, art and politics — inspired by Georgia O'Keeffe's famous declaration "I am not a woman painter!"

Guest artists will demonstrate intersectional, multidisciplinary practices that at turns celebrate, critique and reject the construction of gender. Headlining is Toronto's well-known and fearless Maylee Todd, who brings her multimedia "Virtual Womb" project to life in Walker Court. The night will also feature artist projects by Catherine MacTavish and Madelyne Beckles and an interactive created by artist and illustrator Kendra Yee. Plus there will be pop-up talks, the gallery's monthly Out-of-the-Vaults installation, DJs, drinks and dancing.

(Source: AGO)



• Music Pink and Blue, Georgia O'Keeffe, 1918. (Public Domain image/Provided by WikiArt (WikiPaintings))

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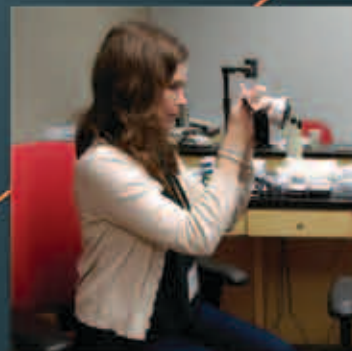
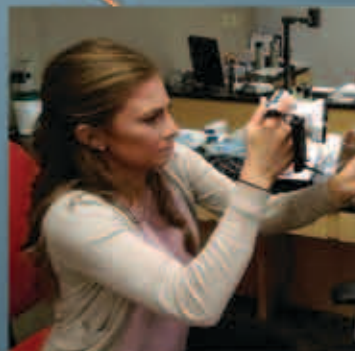
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# Game changer: American Eagle Instruments XP Technology

By Karen Siebert, RDH  
Director of Clinical Education  
American Eagle Instruments

■ Before I learned of sharpen-free XP Technology®, my cassettes had to contain enough instruments to combat any periodontal situation — all Graceys, of course, an anterior and posterior sickle, a Younger-Good 7/8 for heavy sub and a couple of universals “just in case.” This set-up was not only pricey to purchase, it was time consuming. Searching for the instrument while mid-treatment took time and could be frustrating. Then there was the maintenance involved in keeping them all sharp. Honestly, I never kept up.

## Five instruments are all you need

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— all in sharpen-free XP® Technology. These five multitasking instruments cover every situation those 10 instruments used to handle, and without the stress or time involved in sharpening maintenance.

On average, I have cut appointment time spent scaling and/or sharpening by 10 minutes! What I’ve found is those 10 minutes can have an incredible return on investment for patients and the practice.

## Sharpen your value

Here are five value-packed actions that now fit into an appointment or the day that did not before sharpen-free XP Technology:

- Sit the patient up and: *Remove the bib.* Have a face-to-face with the patient, as if you were out with a friend. Show the patient photos and data collected and ask what he or she hears and see. This may be time consuming, but in practice goes quickly. Another bonus: The patient hears what we are saying! Wouldn’t that be novel?

(Thanks to Shannon Pace Brinker of Contemporary Product Solutions for teaching me this tip for patient communication.)

- Time to be part of the team: Participate in instrument processing, room turnover and even administer anesthetic for the doctor’s patients.

- A periodontal procedure is invasive: Now, with the extra time, it’s easy to make a call to the patient and see how he or she is healing. It is not only the right thing to do, it builds patient trust and loyalty, which may lead to referrals.

- Taking an impression for whitening trays can now fit into the appointment. Rather than scheduling a second visit for the patient, time is available to get the procedure started right away. This is especially valuable with whitening because the patient is excited to get started.

- Same for sealants. Save the patients a trip and provide care right during the preventive appointment. As a preventive procedure, this makes



XP Technology’s metallurgical advancement eliminates the need for sharpening, a task viewed by many as tedious and often imperfect. (Photo/Provided by American Eagle Instruments)

sense and the patients appreciate that their time is valued.

## Look at big picture

When considering a new purchase such as sharpen-free XP Technology, remember to include indirect or not-so-obvious returns on investment to get the whole picture. It is imperative to look at the big picture for the practice and present a solid plan for the investment being proposed.

When planned with care, a purchase such as sharpen-free XP Technology can bring — in reality — a *big* return on investment for you, the patients and the practice.

AD

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