

## BACK TO SCHOOL PROGRAM HAS HELPED 50,000 KIDS

Team Schein members provide students with backpacks, school supplies and new clothes.

► page A2



## ENDO TRIBUNE ACCESS TO CARE

American Association of Endodontists' Foundation for Endodontics honored for access-to-care work.

► page B1



## IMPLANT TRIBUNE AAOMS HITS 100

American Association of Oral and Maxillofacial Surgeons to celebrate its centennial in Chicago.

► page C1



## Regroup, retreat, re-energize

*ADA annual meeting will be in the heart of Waikiki*

Dental professionals attending the American Dental Association annual meeting in Honolulu, Oct. 18-22, will be just a few blocks away from some of the most popular beaches on Waikiki Bay, including Kuhio Beach Park, Kahanamoku Beach and Ala Moana Beach Park.

The Hawaii Convention Center and many of the official ADA hotels are just steps away from the gentle shoreline that downtown Honolulu is known for.

But it's not just the thought of toes in the sand and wading into a calm surf that has dental professionals planning their days in Hawaii. The meeting's array of C.E. courses, seminars and workshops are the big draw. And just as enticing is the opportunity to touch, feel and compare thousands of instruments and other offerings from the dental industry's top companies and organizations, many of whom will be featuring discounts and other convention specials on dentistry's latest innovations and must-have basic supplies.

The meeting's three days of exhibits will be from Oct. 18-20 (Thursday-Saturday) at the Hawaii Convention Center's exhibit hall.

Beyond the C.E. and exhibits — and in addition to the ocean breezes, sandy

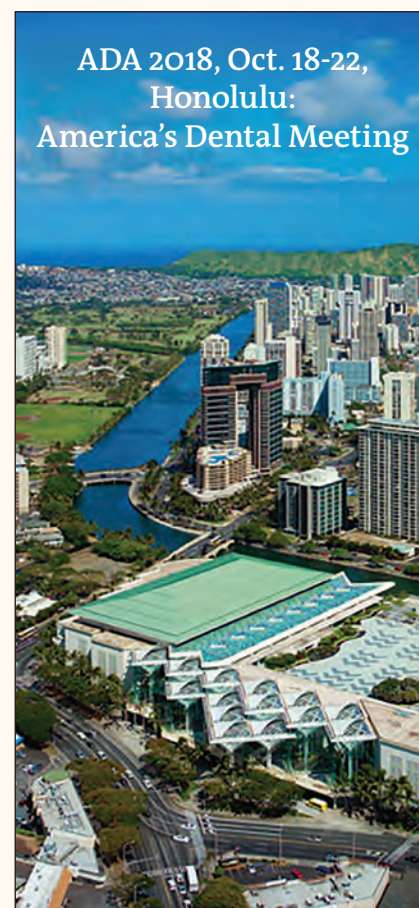
beaches and lush vegetation of Oahu Island — the Honolulu meeting will offer an extensive schedule of fun.

The ADA will bring Broadway to the islands on Oct. 18 by kicking off the meeting with an evening under the stars, featuring Tony-Award-winner Kelli O'Hara. The picnic-style event at the Waikiki Shell will also feature Broadway performers Ruthie Ann Miles and Telly Leung, former Miss Universe Brook Lee and the Kamehameha Schools Children's Chorus. This is a complimentary event, but registration and tickets are required because the venue's capacity is limited.

The New Dentist Conference kicks off early each day with morning yoga on the Great Lawn at the Hilton Hawaiian Village. Each day of the New Dentist Conference features innovators and entrepreneurs who will help the profession's newest members grow their business. New dentists will be able to spend time with fellow new dentists at the New Dentist Reception, Oct. 19, from 5-6:30 p.m., where they can connect, mingle and expand their network in a fun environment.

In keeping with this year's theme, the

► See ADA, page A2



The Hawaii Convention Center, on the Ala Wai Canal, a stroll from Waikiki Beach, is host site of the ADA 2018 annual meeting. Photo/David Cornwell, Waikiki Aerial

### EVENTS A1-A2

- Early exhibit hall hours at ADA 2018 in Honolulu give attendees opportunity for more fun in the sun.
- Henry Schein's 2018 'Back to School' event helps more than 5,000 kids.

### INDUSTRY NEWS A4-A6

- Myofunctional Research uses high tech to educate young patients.
- Ultra-bright light from Designs for Vision is ultralight in weight.
- Disposable application system from Sulzer Mixpac reliably mixes two-component materials.

### ENDO TRIBUNE B1

- The AAEE's Foundation for Endodontics is honored for its access-to-care work.
- Endodontic educator and Journal of Endodontics Editor in Chief Dr. Kenneth M. Hargreaves earns the ADA Gold Medal Award for Excellence in Dental Research.

### IMPLANT TRIBUNE C1

- AAOMS will celebrate its 100th annual meeting in Chicago, site of its inaugural annual meeting in 1918.

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◀ ADA, page A1

ADA is inviting registrants to visit one of the “RE” lounges in the exhibit hall to regroup, retreat and re-energize. Visitors can stroll in the “Best of Class Aisle” and congratulate the winners of the 2018 Cellerant Best of Class Technology Award Winners.

The meeting’s diverse and extensive schedule of courses are packaged into areas of concentration such as the Digital Future of Dentistry, Women in Dentistry, Campfire Sessions and a team-building track.

Another meeting highlight is the New and Emerging Speaker Series, which offers up-and-coming educators the chance to present a one-hour, no-fee lecture. A select few will ultimately present at future annual meetings.

To secure the lowest fares, meeting attendees are being encouraged to search for flights that arrive in Honolulu a few days before the meeting starts and/or leaving a few days after the meeting — to enjoy extra time on the islands.

The ADA has arranged reduced rates with multiple hotels on Oahu exclusively for annual meeting attendees. Visit [ADA.org/ADA18Hotels](http://ADA.org/ADA18Hotels) for a list of participat-

## ADA 2018 exhibit hall

(Times reflect the meeting’s overall earlier hours  
so you can hit the beach and/or enjoy other fun in the sun)

Thursday, Oct. 18  
7 a.m.–3 p.m.

Friday, Oct. 19  
7 a.m.–3 p.m.

Saturday, Oct. 20  
7 a.m.–1 p.m.

ing hotels and resorts. Shuttle service will run to and from the Hawaii Convention Center.

For those planning a side trip from the meeting, it’s relatively easy to get to the other Hawaiian islands. And if you don’t want to leave the family for a week, you can definitely bring everybody along. Courses will end and the exhibit hall will close at 3 p.m. every day, giving ample time to hang 10 on the North Shore or hike to Diamond Head.

To register for the meeting or learn more, visit [ADA.org/Aloha](http://ADA.org/Aloha) and [ADA.org/meeting](http://ADA.org/meeting).

### Earn a pass to ADA 2019

ADA member dentists who spend a cumulative total of \$3,500 or more with exhibitors at ADA 2018 are eligible to

receive free registration to next year’s meeting in San Francisco. Pick up an Incentive Buying Program envelope in the registration area.

Member dentists can submit receipts for purchases made in the ADA 2018 exhibit hall. Documented show-site purchases totaling a minimum of \$3,500 must be presented collectively on-site at an ADA information desk (consult the official program or registration desk for location).

Receipts must be submitted before 10:30 a.m., Sunday, Oct. 21. Registration will be applied to only the purchaser whose name is on the receipts. Only one registration is provided, regardless of total amount spent beyond \$3,500.

(Source: American Dental Association)

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Henry Schein Executive Vice President and Chief Administrative Officer Gerry Benjamin and Chairman and CEO Stanley Bergman at one of the 30 Henry Schein ‘Back to School’ locations. Photo/Provided by Henry Schein Inc.

## Henry Schein helps kids back to school

By Henry Schein Staff

Henry Schein Inc. helped underserved children around the world head back to school with confidence by providing them with backpacks, school supplies and new clothes through its 21st annual “Back to School” program. More than 5,000 kids participated in this year’s program at 30 Henry Schein locations in the U.S., Canada, Scotland and Spain. Since its start in 1998, the program has helped more than 50,000 children.

Children who participate in “Back to School” also take home books and hygiene products donated by Henry Schein, and, at many company locations, first-day-of-school outfits purchased by Team Schein Members. The “Back to School” program is a flagship initiative of Henry Schein Cares, the company’s global corporate social responsibility program.

## DENTAL TRIBUNE

The World's Dental Newspaper - US Edition

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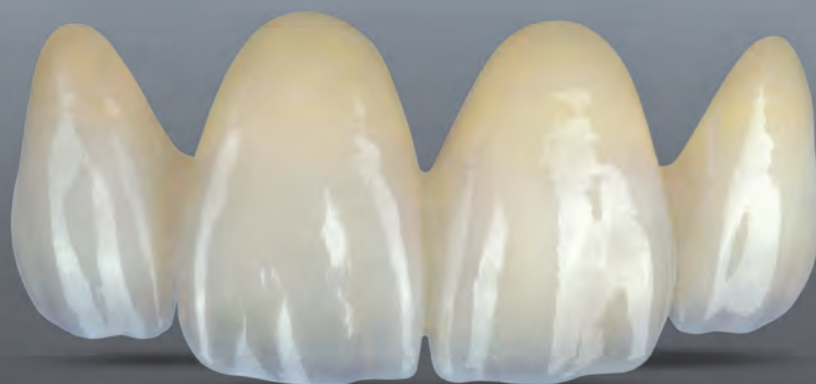


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# Technology changing patient education

Technological advancements are perpetual catalysts for changes that continue to transform the way we operate on a daily basis. For progressive practitioners, the constant wave of new technology provides an auspicious opportunity to increase prosperity and experience substantial benefits in other areas.

For decades, dental practitioners have been pigeonholed to tediously repetitious practices such as the monotonous treatment of caries and removal of plaque buildup. Despite this, the prevalence of malocclusion in modern children is approaching 100 percent and this growing incidence is enabling dentists to widen their scope of practice with the prospect of providing biological-based orthodontic treatment for children. Additionally, the recognition of sleep-related breathing disorders in dental patients is increasing, with recent research finding a relationship between the prevalence of malocclusion and dysfunctional breathing.<sup>1</sup>

With this in mind, practitioners look-

ing to diversify their pediatric treatment options in the increasingly competitive market that is modern dentistry should consider the benefits modern technology can offer. The implementation of eLearning tools in American classrooms has produced a generation of students that feels comfortable using screen-based technology for self-directed learning and is appreciative of the low-pressure environment it offers.

Senior Myobrace Educator Jessica Maidman is an advocate for patient education through the use of digital learning tools, and she considers the patient's first encounter with The Myobrace® System an important stepping stone for ongoing education and compliance. "As an educator, I use our Myobrace apps to deliver information to my patient in a child-friendly manner. It helps them understand the causes of their developmental issues, as well as the need for early intervention and corrective treatment," Maidman said.

"I have learned that children respond



Senior Myobrace Educator Jessica Maidman notes that 'Children respond much better to learning from new and interesting technologies.' The Myobrace Activities App is available on multiple platforms. Image/Provided by Myofunctional Research

much better to learning from new and interesting technologies rather than an authoritative figure such as a dentist. The results are much more consistent because the information is being delivered the same way each and every time."

Myofunctional Research Co. (MRC) provides eLearning software in all major digital platforms, enabling simple implementation for almost any practice. Taking advantage of these modern technologies enables any practice to transform into a tech-savvy environment that has an edge over competitors.

MRC regularly hosts seminars in the United States that provide practitioners

with hands-on experience in learning new myofunctional techniques for the treatment of malocclusion, dysfunctional breathing and TMJ disorders as well as the implementation of eLearning tools in almost any practice.

Visit [www.myoresearch.com](http://www.myoresearch.com) to find a seminar near you or learn more about the Myobrace Member and Certified Provider programs.

#### ► Reference

1. American Journal of Orthodontics & Dentofacial Orthopedics 2016; 150:937-44.

(Source: Myofunctional Research)

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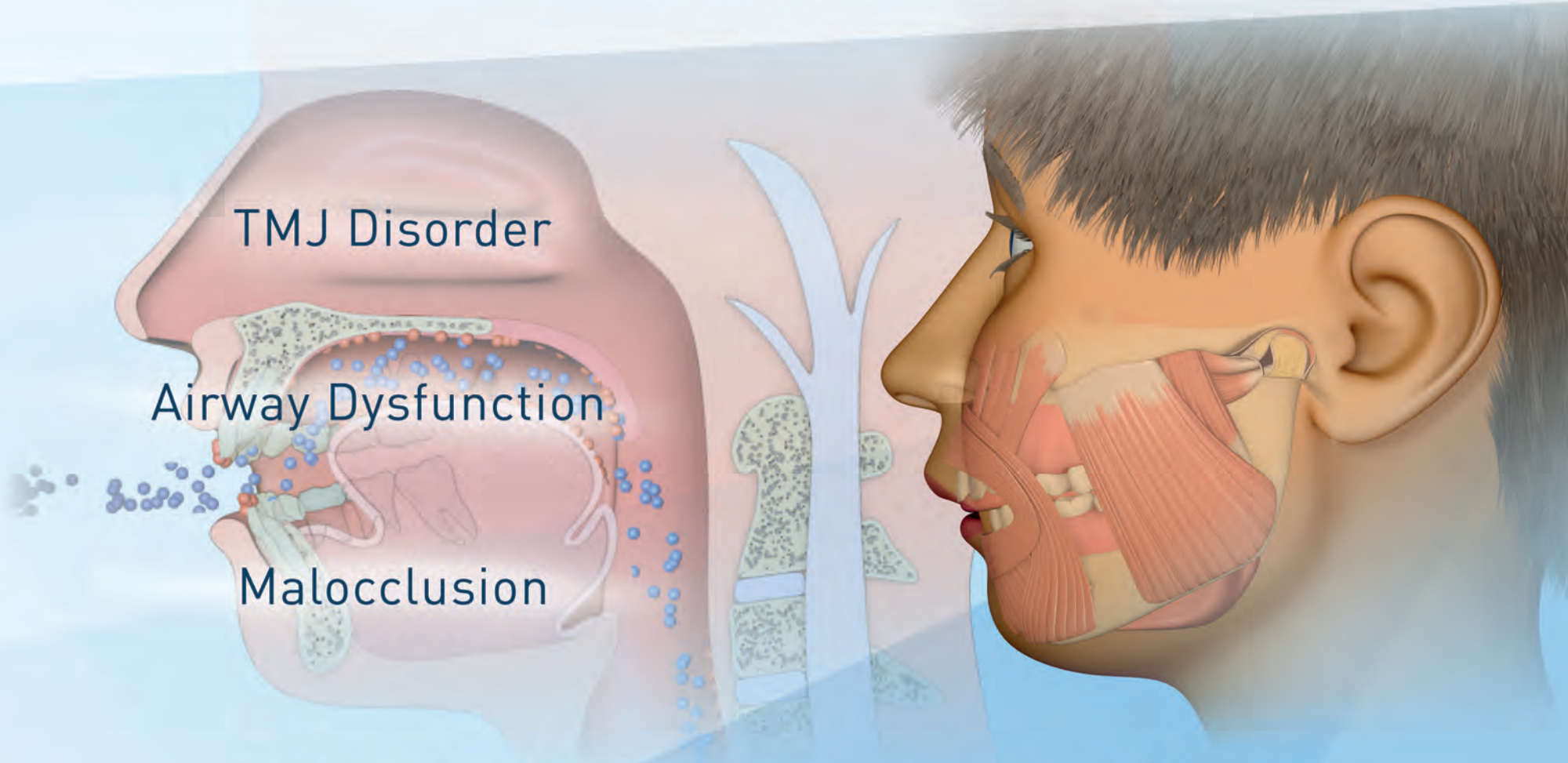
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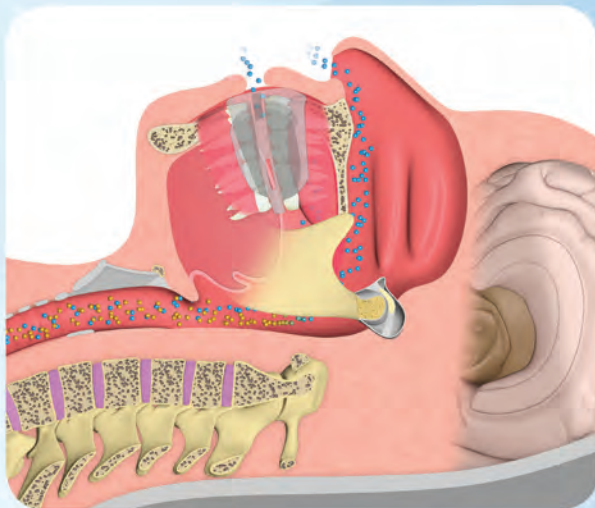


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# Ultra-bright light is ultralight in weight

*High-definition, uniform light at maximum intensity*

By Designs for Vision Staff

Designs for Vision is introducing an advanced photonic design that provides uniform light distribution with maximum intensity. The patent-pending headlights optically focus the light from the LED to provide 45 percent more light with uniform distribution.

The new LED DayLite® Micro HDi™ uses the new high-definition imaging in an ultra-lightweight headlight in combination with the new Micro power pack. According to the company, the Micro is the market's lightest and smallest power pack. The complete unit includes two power packs, and each power pack can run up to 10 hours.

Designs for Vision also has added high-definition imaging to the LED DayLite WireLess Mini HDi, providing a lightweight cordless solution with light intensity comparable to many corded headlights.

You can choose high-definition imaging with either a wired or wireless design to meet your preference, and either HDi headlight will illuminate the entire oral cavity.

Designs for Vision's WireLess headlights free you from being tethered to a battery pack. The simple modular designs uncouple the headlights from a specific frame or single pair of loupes.

Prior technology married a cordless light to one pair of loupes via a cumbersome integration of the batteries and electronics into the frame.

The compact design of the LED DayLite

AAOMS  
BOOTH  
NO. 611

ADA  
BOOTH  
NO. 905



High-definition headlights optically focus the light from the LED to provide 45 percent more light with uniform distribution. Photo/Provided by Designs for Vision

WireLess headlights are independent of any frame/loupes.

Designs for Vision is also featuring the "REALITY five-star-rated" Micro 3.5EF Scopes, which use an innovative optical design that reduces the size of the prismatic telescope by 50 percent and reduces the weight by 40 percent — while providing an expanded-field, full-oral-cavity view at 3.5x magnification.

Building on an established award-winning design, the newest addition to the Micro Series line is the Micro 4.5EF Scopes, which reduce both the size and weight of the telescopes by 44 percent.

Designs for Vision has expanded into


a new 67,500-square-foot location at 4000 Veterans Memorial Highway in Bohemia, N.Y. To see photos of the facility you can visit [www.DesignsForVision.com/move.htm](http://www.DesignsForVision.com/move.htm).

You can see the Visible Difference® yourself by visiting the Designs for Vision's booth (No. 611) at the American Association of Oral & Maxillofacial Surgeons meeting in Chicago, Oct. 11-13 and/or its booth (No. 905) at the American Dental Association meeting in Honolulu, Oct. 18-20.

You also can arrange a visit in your office by contacting the company at (800) 345-4009 or via [info@dvimail.com](mailto:info@dvimail.com).

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The Unit Dose 0.5 ml from Sulzer Mixpac has clear visual indicators to ensure that the user can see at a glance whether the system has been activated and is ready to use.

Photo/Provided by Sulzer Mixpac

## Disposable application system mixes two-component materials

The time-saving Unit Dose 0.5 ml from Sulzer Mixpac is a single-use hygienic application system for two-component dental materials such as cements and bleaching materials.

**'Reliable mixing results'**

MIXPAC™ T-Mixer mixing technology produces high-quality, reliable mixing results, according to the company.

The ergonomic and easy-to-use system has a range of safety features including transport protection and a safety fastener.

Clear visual indicators ensure that the user can see at a glance whether the system has been activated and is ready to use.

(Source: Sulzer Mixpac)

# ENDO TRIBUNE

The World's Endodontic Newspaper • U.S. Edition

OCTOBER 2018 — Vol. 13, No. 2

www.dental-tribune.com

## AAE Foundation is honored

### *Operatory in Philadelphia is part of ongoing outreach*

The Foundation for Endodontics received the 2018 Shils Fund Special Recognition Award at the Union League in Philadelphia in honor of its outreach program and support of Project Home. One of only two such awards granted annually by the Shils Entrepreneurial Fund, this tribute acknowledges the foundation's efforts to serve low-income patients who might otherwise face tooth extraction.

Mary T. Pettiette, DDS, president of the Board of Trustees, accepted the award on behalf of the foundation.

"The Foundation for Endodontics is honored that we have been selected to receive the prestigious 2018 Shils Fund Special Recognition Award," Pettiette said. "One focus of our mission is providing access to endodontic care to underserved patients. We hope that the success

of this first domestic program will lead to many others, supporting our efforts to help patients retain their natural teeth."

The foundation opened its endodontics operatory at north Philadelphia's Stephen Klein Wellness Center, operated by Project Home, in April, in keeping with its mission expansion in 2016 to include access to care and following the success of a similar international project in Jamaica. The operatory is staffed by endodontic residents and faculty members from Einstein's I.B. Bender Division of Endodontics, Department of Dental Medicine, including Dr. Louis Rossman, Philadelphia endodontist and past president of the Foundation for Endodontics.

"The dream of the foundation is to save natural teeth, treat infections and restore self-esteem by providing access to root ca-



The AAE Foundation is the philanthropic arm of the American Association of Endodontists. Photo/Provided by AAE

nal treatment for patients who otherwise would lose their teeth and suffer the pain and social consequences," Rossman said.

As with the outreach program in Jamaica, the operatory in Philadelphia provides free root canal treatment to uninsured, low-income and homeless patients, educating them on the importance of good dental care and what is possible to save their teeth.

"I'd like to thank our individual and corporate supporters for their generous contributions, which help make foundation projects like these a reality," Pettiette said. "In particular, Carl Zeiss Meditec Inc., Brasseler and Henry Schein Inc., for making endodontic equipment available for use in the operatory."

The AAE Foundation, headquartered in Chicago and incorporated in 1966, is the philan-

thropic arm of the American Association of Endodontists. As a 501(c)(3) charity organization, it is to support endodontics by providing resources and funding for research, education, public awareness and access to care. More information about the Foundation for Endodontics is available online, at [foundation.aae.org](http://foundation.aae.org).

(Source: AAE)

## Hargreaves is recipient of ADA Gold Medal Award

Endodontic educator and Journal of Endodontics Editor in Chief Dr. Kenneth M. Hargreaves has been awarded the ADA's Gold Medal Award for Excellence in Dental Research. According to the American Association of Endodontists, Hargreaves' accomplishments have had a profound effect on the endodontic specialty. As a prolific researcher, Hargreaves' focus areas — pain management and regenerative endodontics — are changing the way endodontists treat patients and introducing cutting-edge treatments that not too long ago were not even possible.

The Gold Medal Award for Excellence in Dental Research is sponsored by the American Dental Association together with Church & Dwight Co. Established in 1985 and presented every three years, the award honors individuals who, through basic or clinical research, have contributed to the advancement of the profession of dentistry or to major improvement in the oral health of the public.

The Gold Medal Award recipient receives a \$25,000 honorarium, a gold medallion and the opportunity to serve

a three-year term as a member of the ADA's Council on Scientific Affairs. Hargreaves will be recognized with the honor on Oct. 18, during a ceremony at ADA 2018 in Honolulu.

"Dr. Hargreaves is among the most well-known and respected endodontists in the country and a much sought-after speaker, drawing standing-room-only crowds at lectures around the world," said AAE President Dr. Patrick E. Taylor. "A diligent steward of the AAE's scientific journal, Dr. Hargreaves leads the Journal of Endodontics with extraordinary skill, managing a tremendous workload with great care and efficiency."

As a dedicated educator, Hargreaves has served as chair of the department of endodontics at University of Texas Health Science Center for more than 20 years, molding UTHSC San Antonio into a leading endodontic and research institution.

Throughout his career, Hargreaves has edited five textbooks, contributed to 33 textbook chapters and published nearly 400 papers, abstracts, reviews and editorials. With more than 13,000 citations of



Dr. Kenneth M. Hargreaves is editor of the AAE's Journal of Endodontics. Photo/AAE

his papers in Scopus, he is one of the most prolific and influential authors and researchers in the history of endodontics. His research has received funding of more than \$95 million from sources that include the National Institutes of Health, the Foundation for Endodontics and the Department of Defense.

According to the AAE, Hargreaves' research on pain management not only is changing the way we manage patients' pre- and post-treatment pain but also influencing pain management in other areas of medicine. As a result, clinicians are able to rely less on opioids, a step in

addressing overprescribing and addiction, the AAE said.

Hargreaves is a leading researcher in regenerative endodontics, currently managing a \$1.7 million multi-center clinical trial to study regeneration of pulp-dentin development in teeth with necrotic pulps and immature roots. Recently, UTHSC San Antonio learned it will receive a five-year, \$24 million research grant from the NIH for its Clinical and Translational Science Award Program, which helps to speed the translation of research discovery into improved patient care. Hargreaves is one of the grant's co-principal investigators.

"I can think of no one who more embodies the spirit of the Gold Medal Award for Excellence in Dental Research than Dr. Ken Hargreaves," Taylor said. "His research contributions extend beyond endodontics and dentistry to the larger medical community. His academic influence is evident in the accomplishments of his students and will be realized for generations to come."

(Source: AAE)



# Irritrol is named a top product for 2018

Irritrol has been recognized by The Dental Advisor as one of the Top 2018 Dental Products. Available from Essential Dental Systems (EDS), the endodontic irrigator Irritrol is designed to eliminate the need for separate-step irrigation of EDTA and CHX irrigation.

According to EDS, independent testing showed that Irritrol had a disinfection rate of 99.99 percent. Years of clinical use have provided dentists with removal of the dentinal smear layer, effective disinfecting and keeping the dentin more intact than EDTA alone in causing less demineralization of the dentin, the company said.

The green color of Irritrol helps a dentist identify and differentiate it from other irrigants. One of The Dental Advisor consultants stated, "During irrigation with Irritrol, an amazing amount of debris is eliminated from the canal. I could see it bubble out and no waiting period to work."

More information about Essential Dental Systems and Irritrol is available online, at [www.edsdental.com](http://www.edsdental.com).

(Source: EDS)

Irritrol is designed to eliminate the need for separate-step irrigation. Photo/EDS



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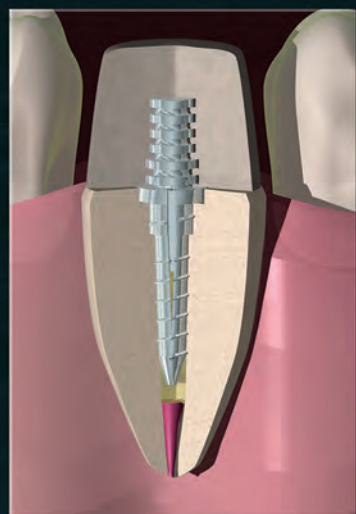
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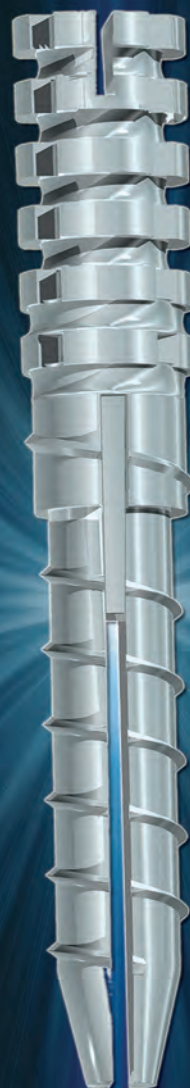
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