IACA AND NDA MEETINGS

DENTAL TRIBUNE

The World's Dental Newspaper · U.S. Edition

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IACA MEMBERS HEADING TO CALGARY

International Association of Comprehensive Aesthetics members and guests are gathering in Alberta's biggest city from Aug. 1–3.

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JUST PUBLISHED: 'SAVIOR'S DAY'

Periodontist Alan Winter, DDS, has his third novel published, a suspense thriller grounded as a work of historical fiction.

▸ page A8

IMPLANT TRIBUNE

'DESIGNING FOR LIFE'

A review of the Nobel Biocare Global Symposium 2013, held from June 20–22, in New York City.

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Dentist shortage

New report from The Pew Charitable Trusts outlines two shortages limiting children's access to care

By Robert Selleck, Managing Editor

A report released June 23 by The Pew Charitable Trusts concludes that a lack of access to dental care in the United States, especially among low-income children and families, is being compounded by uneven geographic distribution of dental services and dentists' low Medicaid participation rates.

The findings are consistent with previous studies and analysis by Pew, which is a strong backer of the concept of expanding the role of midlevel providers of oral health care as a core strategy to improve access to dental care among underserved populations.

This latest analysis also warns of an impending likelihood that the access-to-care challenge will increase because of the number of dentists intending to retire soon and the number of children who will qualify for subsidized dental care through private or public insurance programs when provisions of the Patient Protection and Affordable Care Act take effect in 2014.

Drawing on data from the U.S. Department of Health and Human Services — Centers for Medicare and Medicaid Services, the American Dental Association and the U.S. Department of Health and Human Services — Health Resources and Services Administration respectively, a table in the Pew report provides a state-by-state snapshot of the converging chal-

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National Dental Association, July 26–30, Washington, D.C.

The National Dental Association celebrates its 100th anniversary at this year's annual convention, July 26–30, at Gaylord National Resort in National Harbor, Md., minutes from Washington, D.C. Pictured is the Washington Monument and Reflecting Pool.
Photo/Provided by Destination DC.

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The Pew Charitable Trusts Children's Dental Campaign continues to push for expansion of the dental workforce. It supports creation of trained 'dental hygiene therapists' — midlevel-care providers who could perform procedures now under taken by only dentists in most states. Photo/By Johann Helgason, www.dreamstime.com

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lenges: the percent of Medicaid-enrolled children not receiving dental care in 2011; the percent of dentists more than 55 years of age as of 2009 (approaching retirement); and the percent of the state's total population that is classified as being underserved in dental care and residing in areas designated as having a shortage of dental-care services as of 2013.

According to the report, more than 14 million children enrolled in Medicaid did not receive dental services in 2011. And in 22 states "fewer than half of Medicaid-enrolled children received dental care."

By comparison, 2010 data shows that privately insured children were nearly 30 percent more likely to receive dental care than those insured through Medicaid or other government programs. The brief points out that studies show it's the former group that is at far greater risk for developing caries or encountering other oral health problems.

Complex problem

The Pew report describes the access-to-dental-care issue as a complex problem with numerous contributing factors. It advocates higher Medicaid reimbursement rates and streamlined administrative processes to make it more financially feasible for dental-service providers to work with Medicaid patients; but the report concludes that such steps alone aren't enough to address the access-to-care gap.

The Pew analysis also downplays the value of an anticipated increase in the number of dental schools opening as having meaningful impact on countering the expected wave of dentists retiring. According to the analysis, the expectation is that new dentists will continue to open practices in heavily populated areas and primarily serve privately insured patients.

The report also quotes American Dental Association statistics looking at 2010 to 2030 that indicate an increasing number of dental-school graduates won't keep pace with overall population growth to check a continued decline in the overall ratio of dentists to patients.

Midlevel care providers supported

In the end, the report focuses on the expansion of a midlevel-provider workforce as the most likely access-to-care answer that won't fall short.

"Midlevel providers can extend the reach of the dental team to areas where dentists are scarce," the brief states. "They can also make it more financially feasible to provide care for Medicaid-enrolled children. Working under the supervision of dentists, these practitioners can improve the ability of safety-net systems to reach low-income communities, save states money on emergency room care and other costly alternatives, and ensure that more children and families get the care they urgently need."

Maine Senate defeats midlevel provider bill

Maine House had approved the proposed legislation 95-45

A June "issue brief" from The Pew Charitable Trusts provides several examples of dentists in both business and academia supporting state initiatives to expand certain capabilities of non-dentist members of the dental services team.

But Maine dentists are not listed among the examples.

An explanation for that might be found in a recent Bangor Daily News article by Matthew Stone in which the defeat of midlevel-provider legislation in the Maine Senate is attributed to heavy lobbying by Maine dentists. Just days before the Pew issue brief was released in June, the Maine Senate voted down legislation that would have created licensed "dental hygiene therapists" to help address the state's access-to-dental-care gap.

Fifty-three countries have similar licensing in place; and in the United States, Alaska and Minnesota have some form of midlevel licensing available to help address access-to-care challenges.

The Pew issue brief reports that approximately 15 states have some type of midlevel dental-care provider legislation under consideration. But in Maine, it's back to the drawing board for proponents of such licensing.

The Main House had approved the "dental hygiene therapist" legislation by a 95–45 vote, sending it on to the Senate, where it was voted down in a 14–21 vote prior to being killed, Stone reported.

The proposed legislation was sponsored by Mark Eves, D-North Berwick, who is the House speaker. It was co-sponsored by more than 40 legislators representing both parties, Stone reported.

Much of the legislation's focus was on serving dental patients participating in MaineCare, the state's version of Medicaid. Proponents had presented statistics on how many of the state's residents were living in dental-service shortage areas identified by the federal government. The Maine Dental Association appears to have successfully challenged the accuracy of some of the statistics used to demonstrate a need for the bill.

One of the main statistics to be challenged was from a legislature-sponsored report on oral health care in Maine that had said 66 percent of the state's population resided in "rural" areas. The Maine Dental Association argued the correct figure was 25 percent, and that the inaccurate figure was based on mixing together different definitions of "rural" from two different federal agencies. Not in contention was the statistic that 13.5 percent of Main dentists practiced in

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PUBLISHER & CHAIRMAN
Torsten Oemus *t.oemus@dental-tribune.com*

PRESIDENT & CHIEF EXECUTIVE OFFICER
Eric Seid *e.seid@dental-tribune.com*

GROUP EDITOR
Kristine Colker *k.colker@dental-tribune.com*

EDITOR IN CHIEF DENTAL TRIBUNE
Dr. David L. Hoexter *feedback@dental-tribune.com*

MANAGING EDITOR U.S. AND CANADA EDITIONS
Robert Selleck *r.selleck@dental-tribune.com*

MANAGING EDITOR
Fred Michmershuizen
f.michmershuizen@dental-tribune.com

MANAGING EDITOR
Sierra Rendon *s.rendon@dental-tribune.com*

PRODUCT/ACCOUNT MANAGER
Jan Agostaro
j.agostaro@dental-tribune.com

MARKETING DIRECTOR
Anna Kataoka-Wlodarczyk
a.wlodarczyk@dental-tribune.com

EDUCATION DIRECTOR
Christiane Ferret *c.ferret@dtstudyclub.com*

ACCOUNTING COORDINATOR
Nirmala Singh *n.singh@dental-tribune.com*

Tribune America, LLC
116 West 23rd St., Ste. #500
New York, N.Y. 10011
(212) 244-7181

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Some eristic thoughts ...

By David L. Hoexter, DMD, FACD, FICD, Editor in Chief

Finally, courtesy of the Dental Tribune U.S. editor in chief, an explanation for all the recent hurricanes.
Photo/By NASA Astronaut Ed Lu, International Space Station, July 24, 2011

I believe the reason we have as many hurricanes as we have had in recent years is because of the 24-hour weather channel. Jerry Della Femina, the wonderful author, as well as editor of "The Independent," once wrote that as a young boy he knew what the weather would be. Every day his mother would open her window, stick her head out and see if it was raining. She would then tell him if he should wear rubber boots or not.

I believe my tooth whitener of 35 percent carbamide peroxide will whiten my patients' teeth better than my colleagues' 35 percent carbamide peroxide will whiten their patients' teeth.

How come there are so many tuna fish still swimming about — with all that mercury?

Should there be a limit to the physical size of a booth at a dental convention? This might encourage the "mom-and-pop" booths to hang in there (at least until they are bought out by the bigger booths).

Was that a placard seen at the annual endodontics meeting stating, "Use the strongest dose of peroxide twice a day to whiten your teeth."? Good for endo business.

"Some days you're the dog; and some days you're the hydrant." — Lafont

Editorial note: For those of you who might be wondering, here is an explanation of the word "eristic" from *www.britannica.com*:

"Eristic, (from Greek eristikos, "fond of wrangling"), argumentation that makes successful disputation an end in itself rather than a means of approaching truth. Such argumentation reduces philosophical inquiry to a rhetorical exercise. Eristic argument is closely associated with the Sophists and was ridiculed by Plato in his dialogue Euthydemus. The term is often used more broadly to characterize arguments that rely on subtle but specious forms of reasoning."

DAVID L. HOEXTER, DMD, FACD, FICD, is director of the International Academy for Dental Facial Esthetics and a clinical professor in periodontics at Temple University, Philadelphia. He is a diplomate of implantology in the International Congress of Oral Implantologists as well as the American Society of Osseointegration, and a diplomate of the American Board of Aesthetic Dentistry. Hoexter lectures throughout the world and has published nationally and internationally. He has been awarded 11 fellowships, including FACD, FICD and Pierre Fauchard. He maintains a practice at 654 Madison Ave., New York City, limited to periodontics, implantology and esthetic surgery. He can be reached at (212) 355-0004 or *drdavidlh@gmail.com*.

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"rural" areas. In response to the various statistics being used by the bill's proponents, the Maine Dental Association posted an article on its website, *www.dentalaccessformaine.org*, written by one of its members, Jonathan Shenkin, DDS, MPH, a pediatric dentist from Augusta, who also serves on the faculty in Health Policy, Health Services Research and Pediatric Dentistry at Boston University School of Dental Medicine.

In the article, Shenkin acknowledges a need to increase children's access to "evidenced-based dental prevention," but chastises The Pew Charitable Trusts and other backers of the dental hygiene therapist legislation for "circulating briefs and information that contain numerous disparities." Shenkin presents a point-by-point defense of the quality and comprehensiveness of dental health care for children throughout the state, painting a more positive picture than that presented by the bill's proponents.

Shenkin writes: "Most distressing is the statistic frequently cited that 65 percent of MaineCare children do not have a dental home. Proponents of the bill suggest that their data comes from the federal CMS 416 form, a reporting tool used by Medicaid to compile statistics on services provided to eligible children in states. What interest groups, including Pew, fail to disclose is that MaineCare children who visit dentists at any of Maine's 18 Federally Qualified Health Centers (FQHC) dental clinics are not reported on the CMS 416 form. This is a grave and unconscionable oversight."

The bill's proponents also had presented statistics showing that nearly 25 percent of Maine dentists planned to retire during the coming five years and 16 percent planned to cut back on their work hours. The Maine Dental Association countered that a dental school opening this fall at the University of New England, Biddeford, would help make up for the loss of providers.

In a press release issued after the defeat, House Speaker Eves says, "For no good reason, the Maine Senate has dealt a considerable blow to children who desperately need oral health care in our state. It's terribly disappointing to see the interests of one special group win out over the best interest of the people of our state."

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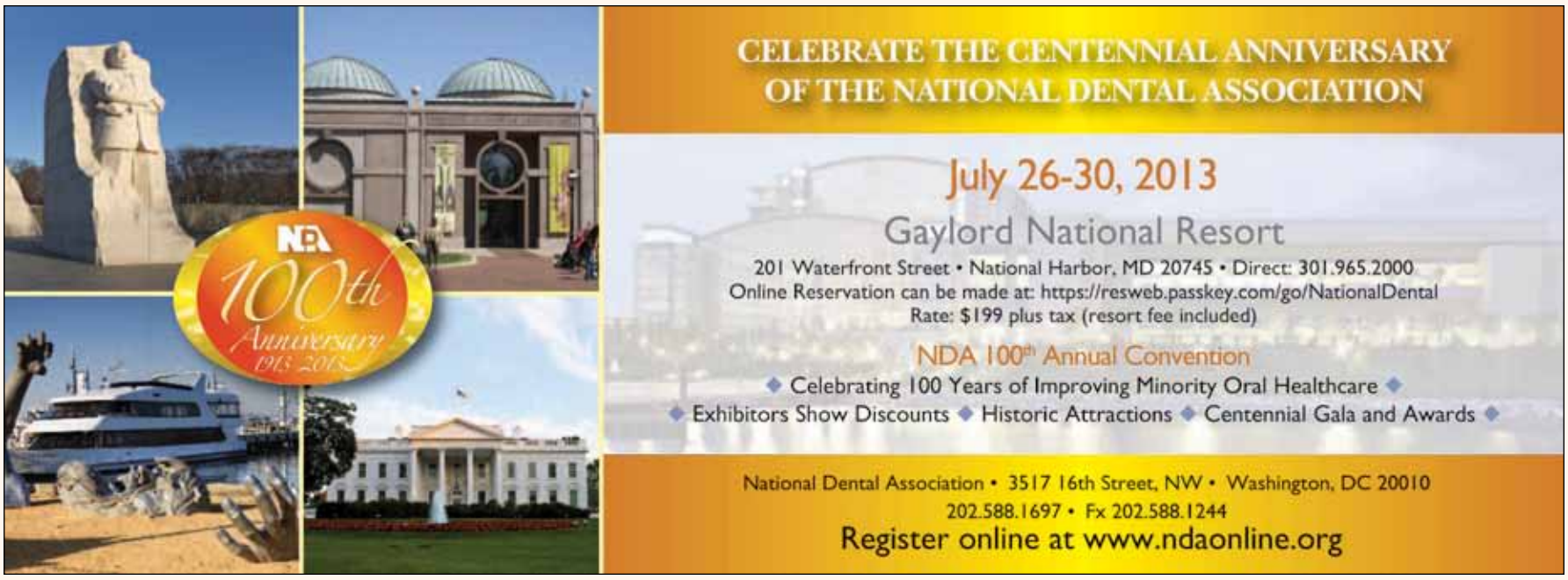

The Gaylord National Resort and Convention Center in National Harbor, Md., hosts the National Dental Association's centennial annual meeting from July 26–30. Photo/Provided by Gaylord National Resort and Convention Center

NDA marks 100th year

The National Dental Association organized in 1913 to address the needs and issues of African American dentists

The National Dental Association will celebrate its 100th anniversary at this year's convention, to be held from July 26–30, at the Gaylord National Resort in National Harbor, Md., minutes away from downtown Washington, D.C.

The NDA was officially organized in 1913 to address the needs and issues of African American dentists, who because of segregated practices and racial discrimination were not allowed to join the white organizations.

The organization held annual conventions in private homes, churches and schools because the "Negro" dentists were not allowed to patronize hotels and restaurants until the passage of the civil rights legislation and integration.

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Premier organization for underrepresented minorities

Today, the NDA identifies itself as being the premier organization for underrepresented minorities and the voice for the underserved. It is committed to strengthening the organization, and securing the success and impact of future generations of African American dentists and other underrepresented communities.

In 2012, the NDA convened the historic, first joint Oral Health Summit of the three major ethnic dental organizations in America: the NDA, the Hispanic Dental Association, and the Society of American Indian Dentists.

The $1 million Centennial Campaign focuses on an endowed student scholarship fund, community outreach support for local NDA chapters and NDA-HEALTH NOW, a community-based, grass-roots mobile health project.

The theme of this year's meeting is "Preserving Our Legacy While Embracing the Future." In addition to a wide variety of educational sessions and workshops, many worth C.E. credit, the meeting includes a two-day exhibit hall, on Saturday and Sunday, July 27–28. Hours are from 10:30 a.m. to 5:30 p.m. on both days.

Simultaneous with the main NDA meeting will be the Undergraduate Student National Dental Association (SNDA), with a separate schedule devoted specifically to students.

Also during the same time period are separate schedules of events for the National Dental Hygienists' Association (NDHA) meeting, the National Dental Assistants' Association (NDAA) meeting, and the Auxiliary National Dental Association (ANDA) meeting, which includes a number of events and activities for children, spouses and guests. There also is a complete track of events for recent dental graduates and dentists practicing five years of less.

Convention highlights:

Friday, July 26
- Eddie G. Smith Leadership Institute (invitation only)
- Minority Faculty, Administrators' and Practitioners' Forum
- WHS Children's Community Outreach
- New Dentist Conference starts
- Opening Session
- Get Acquainted Reception

Saturday, July 27
- Exhibitors Showcase opens
- WHS Women Dentist's Awards Luncheon
- Dr. Joseph Blaes New Products Sessions
- President's Symposium
- Minority Faculty, Administrators' and Practitioners' Forum
- SNDA Rites of Passage Ceremony
- NDHA Scholarship Fundraiser
- Alumni receptions

Sunday, July 28
- Last day for the exhibit hall/silent auction/raffle
- ANDA fundraiser event
- New Dentist Conference
- NDA Centennial Gala
- CPR (limited attendance)

Monday, July 29
- Golf tournament
- Civil Rights Luncheon
- Grand finale

Information and registration

To download a full version of the program for the NDA meeting, as well as the schedules for the SNDA, NDHA, NDAA and ANDA meetings, visit the NDA website at *www.ndaonline.org*.

Also available through links on the website is conference hotel information and registration details.

(Sources: National Dental Association and VOCO)

IACA meeting addresses 'coordinated attack on neuromuscular dentistry'

Diverse programs anchor International Association of Comprehensive Aesthetics conference in Calgary, Aug. 1–3

An opening-morning panel discussion titled "The Coordinated Attack on Neuromuscular Dentistry, and What That Means for Your Future," is just one of the many sessions expected to attract lively discussion at the International Association of Comprehensive Aesthetics 2013 annual meeting. The panel discussion is being moderated by Bill Dickerson, DDS, FAACD, LVIM, founder and CEO of LVI Global, a core IACA supporter.

The IACA annual meeting runs from Aug. 1 though 3 in Calgary, Alberta, at the Calgary Telus Convention Centre.

A synopsis of the session moderated by Dickerson (from the IACA website) states: "There is an organized movement in our profession that is attempting to restrict the treatment of our TMD [temporomandibular disorders] and comprehensive restorative cases based on false science and inaccurate Bio Social model. This forum will introduce you to the threat and discuss the historical aspect and accomplishments of this well-organized attack as well as the science that discredits its conclusions as misguided obsession."

Whole-patient focus

But in the spirit of the best defense being a powerful offense, the overall content of the conference in total has far less to do with defending the neuromuscular approach to dentistry than it has to do with advancing its principles and practice — and supporting a whole-patient focus in dentistry.

The topics are as diverse and comprehensive as you'll find at any dental meeting, according to the organization. Among them: "Understanding the Use of Moderate Sedation to Optimize Patient Comfort and Treatment Outcome," presented by Dr. Edward "Dave" Davidian and Dr. Dan Davidian; "Holistic Adjuncts to Periodontal Therapy," presented by Jill Taylor, RDH; "Batteries Not Included: The Keys to Successfully Assembling and Empowering a Highly Motivated Team," presented by Dr. Ed Suh; "Looking Deeper Into the Pain Patient: Experience in our TMD Patients," presented by Dr. Anne-Maree Cole; and "The Implant World is About Restorations, 'Not Surgery'," presented by Dr. Leo Malin.

In addition to the educational sessions and workshops, the meeting features a full exhibit hall featuring a broad representation of providers of dental industry products and services. The exhibit hall hours are Thursday and Friday, Aug. 1 and 2, from 10 a.m. to 6 p.m. and on Saturday, Aug. 3, from 10 a.m. to 3:30 p.m. Last year's annual IACA meeting attracted more than 40 exhibiting companies, continuing an annual trend that has seen a steady rise in the number of participating exhibitors.

Ninth annual meeting

The first IACA annual meeting was held in San Diego in 2005 and attracted more than 600 attendees and 30 exhibitors. In more recent years, attendance has surpassed 800. The majority of attendees are dentists and lab techs; but all members of the dental team are represented along with dental students and recent dental-school graduates.

Host facility of this year's conference, the Calgary Telus Convention Centre, is located in the heart of downtown Calgary and features indoor connections to 1,100 rooms in three four-star hotels. A variety of shopping, restaurants and entertainment is within walking distance of the venue

The IACA meeting has three event hotels to choose from, with special rates available by referencing "IACA." The event hotels are the Calgary Marriott Downtown, the Fairmont Palliser Calgary and the Hyatt Regency Calgary.

Registration and event details can be found at *www.theiaca.com*.

About the IACA

Prior to the inception of the IACA, there were a limited number of organizations with which neuromuscular dentistry practitioners — committed to furthering their education and advancing the profession — could affiliate.

Recognizing this void and left with the impression that existing dental groups were losing touch with their membership, a small, dedicated group of dentists (the founding members of the IACA) identified the importance and value in keeping abreast of the latest advances in oral health care and providing the very best care for their patients. In that spirit, the IACA was created.

The IACA was established not only to provide a vehicle for health care professionals to learn and experience advanced oral health and practice management education, but also to create an enjoyable environment in which dentists, their team members and their families could interact.

The annual IACA conference offers a variety of lectures and hands-on workshops presented by world renowned professionals representing a wide range of dental-profession sectors.

Conference attendees develop comprehensive esthetic treatment skills, network with a wide variety of health care professionals and are introduced to proven practice-management techniques, all of which are designed to support the common goal of building a successful comprehensive esthetic approach.

(Source: International Association of Comprehensive Aesthetics)

Host facility of the 2013 International Association of Comprehensive Aesthetics Conference, the Telus Convention Centre, is located in the heart of downtown Calgary within easy walking distance of a variety of shopping, dining and entertainment.
Photo/Provided by Calgary Telus Convention Centre

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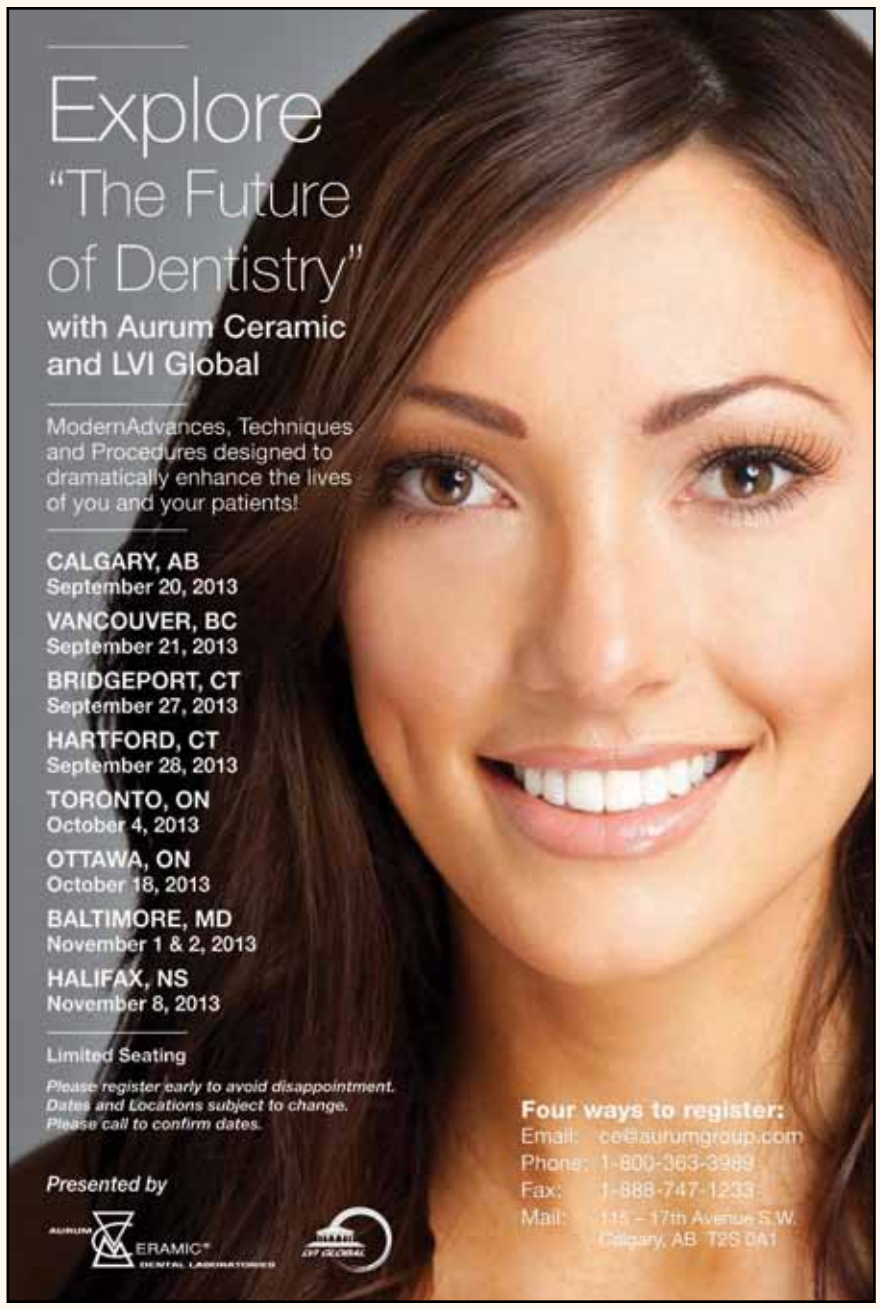

Registration is free at Greater New York Dental Meeting

By Jayme McNiff Spicciatie
Greater New York Dental Meeting

Registration is now open for the 2013 Greater New York Dental Meeting (GNYDM). Organizers of the 89th annual meeting anticipate the largest attendance yet. New for the 2013 meeting will be a redesign of the exhibit floor — with the addition of new technology pavilions and a unique dental laboratory exhibition.

The exhibit floor and the diverse continuing education programs are the centerpiece of the expansive annual meeting. Attendees are able to walk the exhibit floor for free (no preregistration fee) and meet with more than 600 companies selling the newest products and advanced technologies.

The education program will include 300 full- and half-day seminars, essays and hands-on workshops. Among the specialty programs are topics including orthodontics, endodontics, cosmetic dentistry, pediatric dentistry and implant dentistry.

The GNYDM is introducing three new hands-on educational pavilions that will focus on lasers, CAD/CAM and cone-beam/CT/X-rays. Each of these pavilions will house multiple companies providing information on the latest technologies that can be used in the dental office. Attendees will be able to instantly compare all of the products in one location, while also becoming more familiar with the state-of-the-art technology by attending morning and afternoon educational programs presented at each pavilion.

The GNYDM and Aegis Publishing, Inside Dental Technology, have announced a ground-breaking partnership in laboratory technology. Collaboration 2013 will provide a designated laboratory exhibit area on the GNYDM exhibit floor, specialized education, demonstrations, digital dentistry and technology that will engage technicians and dentists side-by-side in an integrated, hands-on experience.

The GNYDM continues to offer a modern, high-tech free "live dentistry" arena daily from Sunday through Wednesday.

Unchanged: free registration. But new at the 2013 Greater New York Dental Meeting are three hands-on pavilions with lasers, CAD/CAM and cone-beam/CT/X-rays. Photo/Provided by GNYDM

The interactive "live" program features top clinicians performing dental procedures on actual patients on stage, in front of 600 attendees. It all takes place right on the exhibit floor. Attendees are encouraged to arrive early because seats fill quickly.

The GNYDM is the largest dental congress and exhibition in the United States, registering 53,481 attendees from all 50 states and 130 countries in 2012.

There is never a preregistration fee at the GNYDM. You are invited to be part of the 2013 meeting to experience the energy of an event that draws top dental professionals from around the world. And you'll also get to see all that New York City has to offer during one of its most beautiful times of the year, Nov. 29 through Dec. 4. Free registration is now open for the 2013 meeting at *www.gnydm.com*.

Yankee Dental Congress has hands-on cadaver programs

Organizers of the 2014 Yankee Dental Congress invite dental professionals to join 28,000 fellow professionals from Jan. 29 to Feb. 2 at the Boston Convention & Exhibition Center.

With a general theme centered on the concept of overall health starting with oral health, the YDC meeting offers the chance to explore and discover best practices, products and resources to improve your practice, increase your knowledge, and better serve your patients.

Organizers describe Yankee Dental Congress 2014 as being the best opportunity in New England for every member of the dental practice to participate in a wide variety of programs.

YDC 2014 highlights include:

• *The Ritz-Carlton Leadership Center* — Back by popular demand, this program promotes performance and practice excellence by developing your leadership skills and creating the best possible service for your patients. Courses include "The Fire Within — Igniting Passion for Ritz-Carlton Performance Excellence," and "Legendary Service with a Smile," both presented by Jennifer Blackmon.

• *Hands-On Cadaver Programs* — This unique opportunity enables participants to attend hands-on courses using cadavers while exploring topics that cover areas such as anesthesia, crown lengthening and anatomy.

• *Evolutionary Dentistry* — Hear about the research and activities at the Manot Cave Dig in Israel and discuss the relationship of evolutionary biology to modern dental problems led by Mark Hans, DDS, and Bruce Latimer, PhD.

• *The Pankey Institute: Update 2014* — Discover new techniques and innovative approaches in treatment planning that will have a valuable impact on your practice. The series includes three courses featuring speakers Greggory Di Lauri, DDS, Matthew Messina, DDS, and Kenneth Myers, DDS.

• *Master the Skills of Marketing Your Practice in One Day* — A one-day symposium designed to help expand your practice with the power of marketing. Courses include "High Energy Marketing to Explode Your New Patient Numbers," "Secrets of Social Media Success and Online Marketing," "Get Noticed, Get Booked, and Grow Your Practice" and "Best Practices for Leveraging Social Media to Engage Patients."

One of North America's biggest dental meetings, Yankee Dental Congress attracts nearly 30,000 attendees, keeping the 2013 exhibit hall active. Photo/Provided by Yankee Dental Congress

• *Dental Team Playbook: Strategies for Success (an expansion on the popular team-development day)* — Your entire dental team can benefit from this one-day program with courses tailored to dental assistants, hygienists and office personnel. Team members can learn from experts in their respective fields. Presenters include Lois Banta, Amy Kirsch, RDH, Shannon Pace Brinker, CDA, Diane Peterson, RDH, and Anastasia Turchetta, RDH.

• *Social Media Hot Spot* — Learn how effectively utilizing social media such as Facebook, Instagram, LinkedIn and Twitter can help improve practice performance by drawing new patients in and keeping current patients connected to your dental practice.

You can visit *www.yankeedental.com* for more information.

(Source: Yankee Dental Congress)

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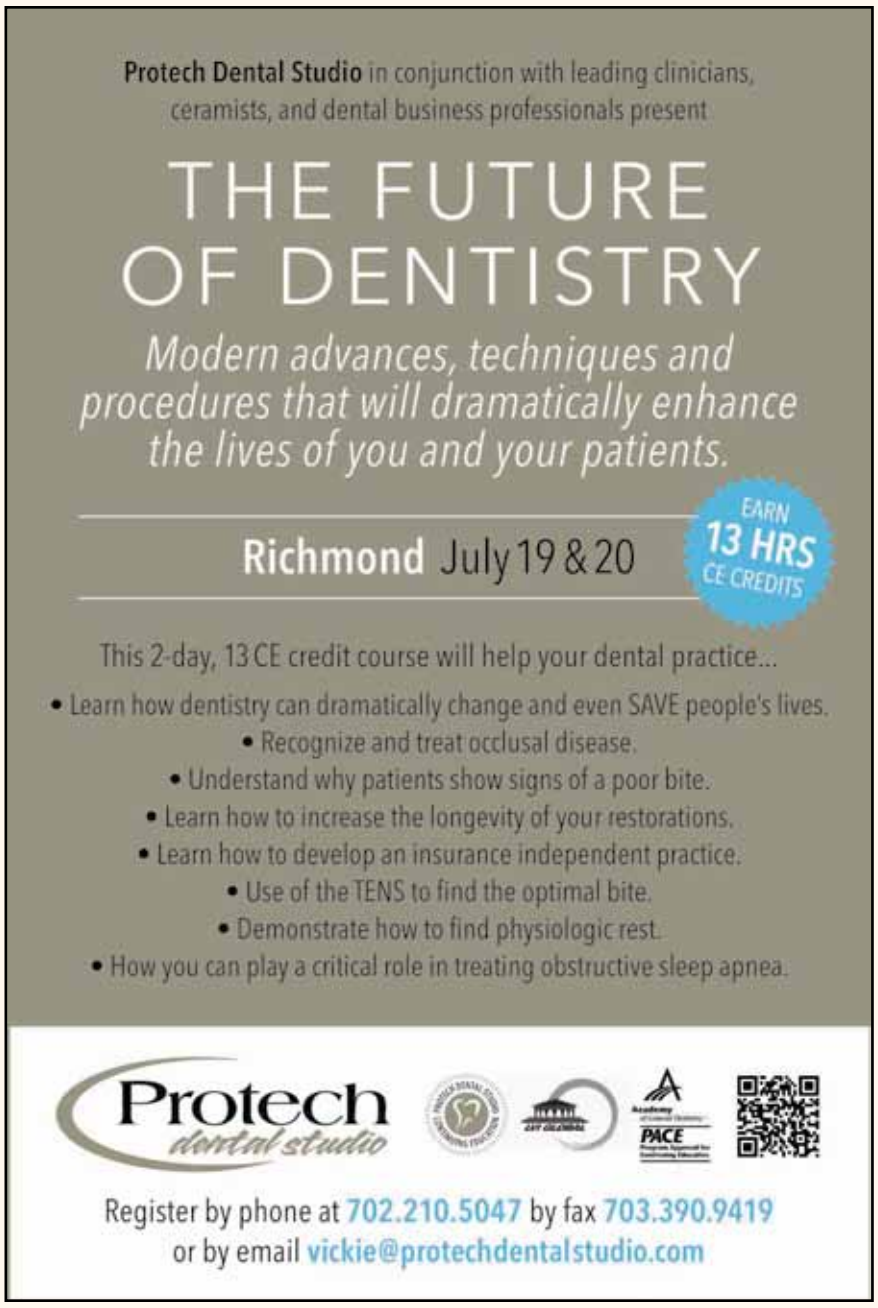

Live dentistry stage is back at Pacific Dental Conference

Three days of demonstrations with live patients scheduled in Exhibit Hall

The 2014 Pacific Dental Conference, from March 6–8 (Thursday, Friday and Saturday) in Vancouver, British Columbia, features a varied selection of open C.E. sessions, hands-on courses and a live dentistry stage.

The variety of topics covered by more than 130 speakers means the entire dental team can access the latest information on dental technology, techniques and materials. Speakers in the 2014 lineup include John Kois, Greg Psaltis and Glenn van As.

Highlights

With the University of British Columbia Faculty of Dentistry celebrating its 50th anniversary, the PDC will present the "UBC Speakers Series," featuring UBC alumni addressing a variety of topics.

The Live Dentistry Stage is back on the Exhibit Hall floor, with demonstrations on Thursday and Friday. Saturday's "So You Think You Can Speak?" features 50-minute presentations by speakers who responded to the call for presentations and were accepted by the meeting's scientific committee.

The Exhibit Hall should be busy with more than 300 companies projected to fill approximately 600 booths. Exhibit Hall hours are 8:30 a.m. to 6 p.m. on Thursday; 8:30 a.m. to 5:30 p.m., Friday.

Registration and lodging

Special hotel rates are available to PDC attendees, with early booking recommended to ensure availability. Reservations can be made directly with conference hotels through the links on *www.pdconf.com*. Registration opens Oct. 15 with early bird rates for all members of the dental team.

(Source: Pacific Dental Conference)

The Vancouver Convention Centre, its 'green' roof clearly visible, is the host site of the 2014 Pacific Dental Conference. Photo/Provided by the Vancouver Convention Centre

The JDIQ registration staff, pictured here at the 2013 meeting, is always ready to help. The 2014 JDIQ runs from May 23–27. Photo/Anna Kataoka, Dental Tribune

Planning is under way for 2014 JDIQ

With the most recent Journées dentaires internationales du Québec just wrapped up in May, the JDIQ staff is already looking ahead to the 2014 meeting, set to run from May 23 to 27.

Meanwhile, the meeting staff reminds you that you can still consult the course notes provided by some of the 2013 speakers in the "Program and Registration" area of the convention section on the order's website *www.odq.qc.ca/Convention*. Also, you have until Aug. 30 to submit your lecture evaluation forms, available at *www.odq.qc.ca/evaluation*.

More than 12,000 dental professionals turned out for the 2013 edition of the JDIQ, once again making the convention one of the most popular in Canada.

This 43nd Journées dentaires internationales du Québec (JDIQ), which was held from May 24–28, offered a diverse selection of lectures, hands-on workshops and other educational opportunities.

The exhibit hall opened to big crowds at 8 a.m. on Monday and Tuesday morning, thanks in part to a new, complimentary continental breakfast on the agenda. Also new and well-recieved was free Wi-Fi access throughout the host facility, the Palais des congrès.

(Source: JDIQ)

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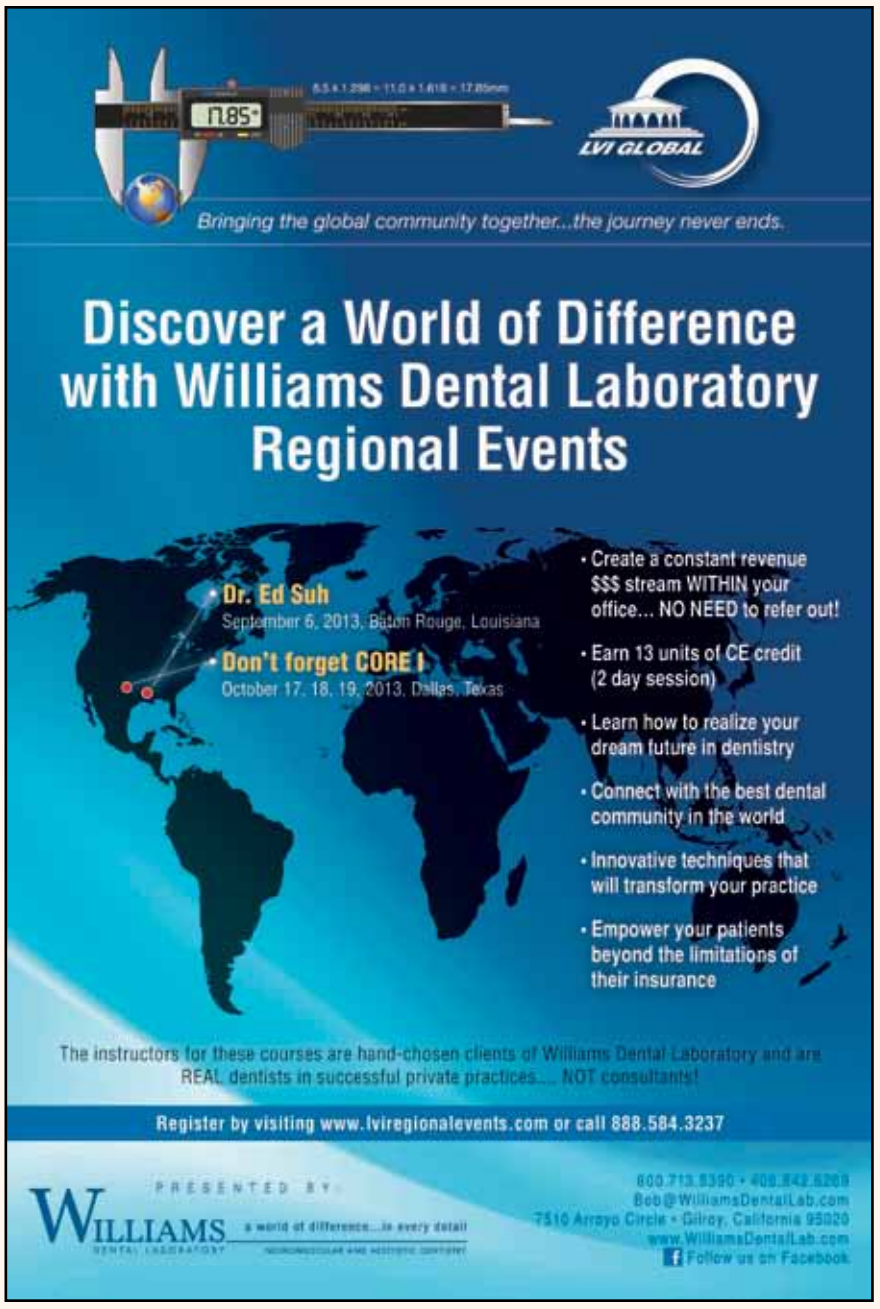


Periodontist, implantologist, entrepreneur — and novelist

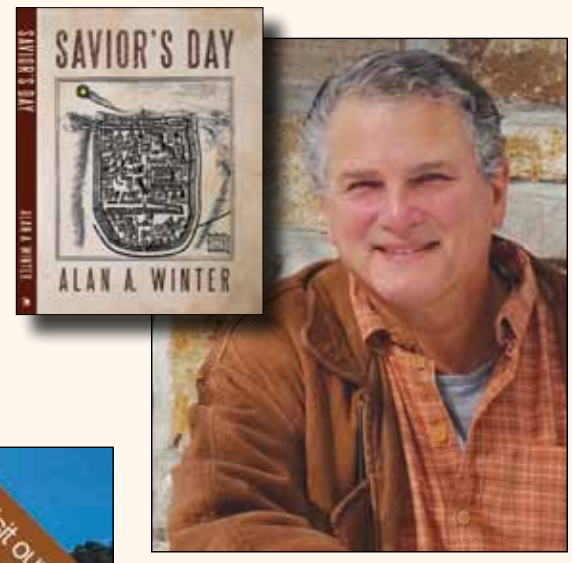
Dentist Alan Winter, the co-founder of Expert Dental CE, publishes his third work of fiction

By Robert Selleck, Managing Editor

Alan Winter, DDS, FACD, always wanted to be a dentist. But throughout his 30-plus-year career, he hasn't let that get in the way of his love for history and writing. Instead of taking a more traditional route and pursuing a biological sciences degree prior to dental school, Winter earned a history degree, graduating from Rutgers with honors and earning a fellowship nomination.

But dental school beckoned, so he declined the fellowship and studied dentistry at NYU and Columbia before ultimately founding his periodontal and implantology practice in Manhattan, which continues as his primary work today.

While turnng his practice into a thriving business, Winter started the dental journal Periodontal Case Reports, wrote two novels and helped start Expert Dental CE, an online learning community that's centered on providing continuing education and other support to dental professionals throughout the world.



Alan Winter's book 'Savior's Day,' published by iUniverse, is available through *www.iuniverse.com*, *www.amazon.com* and Barnes and Noble. Photos/Provided by Dr. Alan Winter

And in June, his third novel, "Savior's Day," was published. The suspense thriller, rooted in historical fact, is available through major booksellers, including *www.amazon.com*, where it can be bought as a hardback, paperback or e-book.

The book was more than 40 years in the making — not because of Winter's abundance of other commitments and interests — but because that's how long he had ideas for the story bouncing around in his head before he finally realized the perfect way to present it.

Interestingly, while the book has nothing to do with dentistry, the evolution of the story's central theme is rooted directly in Winter's dental practice, where a friendship began with one of his patients, Hayim Tawil.

As the two became more aware of each others' interests, Tawil, a highly regarded biblical scholar and theological seminary instructor, shared with Winter his expansive knowledge about the Codex of Aleppo, the oldest known version of the Bible in book form (versus a scroll).

At the time, MasterMedia had just published Winter's first book, "Someone Else's Son," and that led Tawil to ask Winter about collaborating on a book about the Codex of Aleppo. Winter was intrigued, and the two met weekly on the project for the next two years.

Winter's first effort with the material was to present the epic story, filled with 1,000 years of conflict and mystery, as a work of historical fiction. But Winter wasn't satisfied with the result, so he recast it as a nonfiction history book. That caught the attention of an agent interested in representing the project. But the agent, nervous about Tawil not being able

▸ See NOVELIST, page A9

AD

Keystone Industries' NiteBite helps bruxing patients

Bruxing has always been an issue for a large portion of the population. More than 50 million people (one in six) in the United States have symptoms of bruxing; however, many never receive an effective treatment. In response, Keystone Industries is offering a new product, NiteBite®, which it describes as being an innovative device that easily and effectively treats grinding, clenching, pain, headaches and jaw joint syndrome (TMD or TMJ).

The company recognizes that there are plenty of night-guard options available, but it contends that many of them often do not work properly. Sometimes the devices overcorrect by opening the bite too far; and they do not stop bruxism and clenching. According to the company, its NiteBite device is different. The proprietary, patented and FDA-cleared device is the first bite guard that functions within the patient's "freeway space" — the distance between the physiological rest position and the first point of contact of the upper and lower teeth.

Unique design, thin construction

Its unique design and thin construction within this "freeway space" stops people from clenching and grinding their teeth. According to the company, NiteBite also can stop symptoms such as headaches and tooth and jaw pain.

Here's how the company describes the mechanics involved: NiteBite uses the jaw's natural proprioceptive response to trigger the jaw-opening reflex. As the lower teeth approach contact with the NiteBite, the jaw-opening reflex returns the lower jaw to the physiological rest position where no teeth touch each other or the NiteBite. The muscles relax and NiteBite effectively relieves jaw, head and neck pain — as well as the associated symptoms of TMJ disorder.

According to the company, not only does the device work physiologically and simply, it's also easy to mold to the patient's bite. In less than five minutes, a dentist or hygienist can heat the device and shape it to the patient's front teeth. Then the patient is ready to go home with his or her new NiteBite.

Key features

- Stops bruxing and clenching.
- FDA cleared for use by dental professionals.
- Inserts, molds and fits in five minutes.
- No second patient visit.
- No lab time or expense.
- Custom fit for each user (in office).
- Easy to fit and comfortable to wear.
- Extremely safe and easy to use.
- Clinically proven to be effective.
- Most profitable occlusal appliance on the market.
- Little or no adjustment is needed.
- Prevents TMJ/TMD syndrome.
- Relieves chronic tension and pain within the head, jaw and neck neuromuscular system.
- Available through your distributor.

Keystone Industries describes its new anti-bruxism device, NiteBite, as a preventive and occlusal treatment that is easy to use and cost effective. Photo/ Provided by Keystone Industries

With its simple design and easy application, NiteBite enables dentists to help the millions of untreated bruxing patients across the country.

You can get more information about NiteBite and other Keystone products at the Keystone Industries website, *www.keystoneind.com*. You can call Keystone Industries at (800) 333-3131 or fax (856) 663-0381. Keystone Industries is based in Cherry Hill, N.J.

(Source: Keystone Industries)

◂ NOVELIST, page A8

to write in English and Winter being a dentist, not a professional writer, balked at the idea of Tawil and Winter as authors — despite Winter's history degree and previous books. So the project stalled.

Throughout that time, another book was rolling around in Winter's thoughts, inspired by a single sentence in a book he read while attending Rutgers. The book's overall theme about African American Jews intrigued Winter. But what really grabbed his attention was a single sentence that suggested the possibility that Arnold Ford, the music director for the founder of Temple B'nai Abraham in Harlem, was also W.D. Fard, who founded the Black Muslims in Detroit.

Ultimately, that single sentence twisted together in Winter's thoughts with the Codex of Aleppo, and Winter realized the two could be woven into one sweeping tale touching on timeless themes and today's headlines involving Christianity, Judaism, Islamism — and mankind's shared dreams.

"Savior's Day," 346 pages of suspense and engaging history, is the result.

AD