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

OCTOBER 2014 — Vol. 9, No. 10

www.dental-tribune.com

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Lab technician finds way to
improve function, comfort
and appearance for budget-
minded patient.

► page A18



HYGIENE TRIBUNE 'FALL FOR SMILES' CAMPAIGN

Annual effort spreads the
word about importance of
maintaining oral health.

► page B1



IMPLANT TRIBUNE ICOI WORLD CONGRESS HEADS TO TOKYO

Oct. 3-5 meeting will focus
on 'The Future of Implant
Dentistry.'

► page C1



More than 550 exhibitors to be at ADA meeting

*Live-patient demonstrations included among
the more than 300 workshops and courses*

"America's Dental Meeting" is Oct. 9-14 at the Henry B. Gonzalez Convention Center in San Antonio. The "Alamo City" will welcome thousands of dental professionals, families and friends for the 2014 American Dental Association annual session.

The meeting features more than 300 continuing education courses, C.E. options before and during the official dates, more than 550 companies and organizations represented in the exhibit hall, the second ADA Mission of Mercy charitable dental event, a variety of special events, networking opportunities and the annual House of Delegates meeting.

You can find detailed descriptions of the continuing education courses, the listing of exhibitors and information on special events, hotels, attractions and registration in the preliminary program available through the meeting website, www.ada.org/session.

Meeting-goers will also be able to use

the online schedule builder eventScribe to plan their schedules.

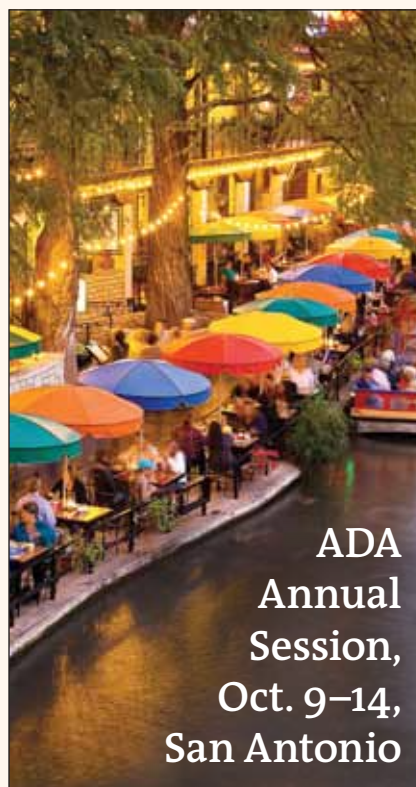
Among the meeting's many highlights: President George W. Bush is scheduled to deliver the keynote address at the "Opening General Session and Distinguished Speaker Series," Oct. 9, 9-10:30 a.m., at the Alamodome.

Plan out your exhibit hall visit

Hours for the exhibit hall, in the convention center, are: 10:30 a.m.-6:30 p.m. on Thursday, Oct. 9; 8 a.m.-5:30 p.m. on Friday, Oct. 10; and 9:30 a.m.-3 p.m. on Saturday, Oct. 11.

With more than 550 companies on the exhibit hall floor, it might be worth planning out your visit in advance. To help, the ADA 2014 exhibit hall floor plan is available at www.ada.org/session, enabling you to search for exhibitors by name or product category. You also can

► See ADA, page A4



ADA Annual Session, Oct. 9-14, San Antonio

The American Dental Association's 155th Annual Session and World Marketplace Exhibition, Oct. 9-14, is in San Antonio at the Henry B. Gonzalez Convention Center. The venue is on the city's famed River Walk (pictured) and a short stroll from the 750-foot-tall Tower of the Americas. Meeting highlights include more than 300 continuing education courses — and President George W. Bush at the opening session on Oct 9. Photo/Stuart Dee, provided by the San Antonio Convention & Visitors Bureau

FROM THE EDITOR IN CHIEF A2

• Recollections of seasons past and present: 'Alphabet soup' redux

MEETINGS A4-A6

- Toronto Academy of Dentistry Winter Clinic: New home for big day
- Microscopic dentistry session offers hands-on opportunities across all dental specialties, Nov. 14-16 in Baltimore
- Yankee Dental Congress exhibit hall filled with C.E. options, Jan. 29 through Feb. 1 in Boston

INDUSTRY NEWS A8-A19

- DrQuickLook SD for everyday use
- Online-review rules worth following: Safeguard your reputation with 3 principles
- A BruxZir solid zirconia veneer case by Michael C. DiTolla, DDS, FAGD
- Wykle Research offers Calasept Endo line irrigation needles and syringes.
- Obsessive quality control starts at molecular level at DENTSPLY Pharmaceutical
- Ortho industry clinical: Hard to achieve stability? Answer may be blowing in the wind
- Lab industry clinical: Prosthesis rehabilitation achieved despite need to keep damaged spherical abutments

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The single-day Toronto Academy of Dentistry Winter Clinic, Friday, Nov. 14, has a new home: Toronto Sheraton Centre. Photo/ Provided by Starwood Hotels & Resorts Worldwide

Winter Clinic: New home for big day

The 77th Annual Winter Clinic is on the move, with its 2014 meeting day scheduled for Friday, Nov. 14, at the Toronto Sheraton Centre.

The new venue presents a great opportunity to add an evening or even the rest of the weekend in downtown Toronto to the end of the single-day conference. The Sheraton Centre is connected to the financial and entertainment districts by way of the PATH, a 16-mile underground network of shops and services.

A wide selection of shopping destinations, the Mirvish Toronto theatres, world-class dining and major Toronto museums are steps away.

Among the attractions: Art Gallery of Ontario, Royal Ontario Museum, Hock-

ey Hall of Fame, Harbourfront, Casa Loma, Ontario Science Centre, Niagara Falls, Casino Niagara, Casino Rama, Ontario Place, Air Canada Centre, Rogers Centre (formerly SkyDome), Eaton Centre, Holt Renfrew and Yorkville Shopping District.

Broad spectrum of topics

The Winter Clinic is the largest one-day dental convention in North America, attracting dental professionals who come to learn from world-class speakers and explore and save on products and services.

This year's clinical program covers a broad spectrum of topics and includes: an examination of the way digital technology is transforming the workflow

in the dental office; demonstrations of cutting-edge tools and equipment; specialized techniques for prosthetic tooth repositioning; the use of lasers in periodontal therapy; a discussion of current views on the use of X-rays as a diagnostic tool; advice on the latest legal requirements for health and safety in the dental office; and how to meet the demands of your modern dental practice through healthy habits and humour.

You can bring the whole team to share the knowledge. The single-day event features 24 separate programs in contemporary dentistry, offering something for all.

(Source: Toronto Academy of Dentistry)

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← ADA, page A1

create a "My Expo" account to save a list of exhibitors you'd like to visit. To make it even easier, you can print a custom map of the exhibit floor with your preferred exhibitors and their booth numbers.

Bistro ADA

You also can build a meal strategy around the exhibit hall, courtesy of Bistro ADA, which features an all-inclusive buffet lunch and advance table reservations. Ticket information is available online. Bistro ADA offers attendees a comfortable setting to eat, meet and network.

Earn free registration to the 2015 ADA meeting in Washington, D.C.

ADA member dentists who spend a cumulative total of \$3,500 or more with exhibitors at the ADA annual meeting are eligible to receive free registration to the 2015 meeting in Washington, D.C.

Receipts will be accepted only for purchases made on site at the ADA 2014 Exhibit Hall, and redemption must take place at the meeting.

More education, networking, fun

Other ADA 2014 highlights include:

- *Welcome Celebration*, Oct. 9, 6:30–9:30 p.m., Historic Sunset Station;
- *Continuing education courses*, Oct. 9–12, various locations;
- *New Dentist Reception*, Oct. 10, 5:30–7 p.m., at the convention center;
- *ADA Foundation Give Kids A Smile Gala*, Oct. 10, San Antonio Marriott Rivercenter Grand Ballroom;
- *Live-Patient CAD/CAM stage*, from digital impressions to in-office milling, Hall C/D, booth No. 1043;
- *Corporate Forums*, Oct. 11 at the convention center;
- *ADA Mission of Mercy*, Oct. 12, 5:30 a.m.–5:30 p.m., at the convention center. (It's too late for dentists not licensed in Texas to secure a temporary licence to volunteer as a dentist. But out-of-state dentists and others can still volunteer in a non-clinical capacity.)

For information or to register for the annual session, visit the ADA's meeting website at www.ada.org/session.

(Source: American Dental Association)

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Microscopic dentistry event features hands-on opportunities benefitting all dental specialties

Experienced AMED members and novice visitors alike are invited to Nov. 14–16 meeting

The Academy of Microscope Enhanced Dentistry's 13th Annual Meeting and Scientific Session, "Pathways to Perfection," runs from Friday, Nov. 14, through Sunday, Nov. 16, at the University of Maryland, Baltimore Southern Management Corporation Campus Center. Hands-on courses will be at the University of Maryland School of Dentistry.

Meeting and registration details are available at www.microscopedentistry.com. A variety of lectures and courses are on the agenda, aimed at experienced microscope users and those who are simply

interested in learning more about it.

Among the offerings:

- "Clinical Benefits of a Microsurgical Approach in Periodontal and Peri-Implant Surgery — New Insights Into Biology of Wound Healing," presented by Rino Burkhardt, DDS, DMD.

- "New Frontiers in Periodontal and Bone Regeneration," presented by Mark A. Reynolds, DDS, PhD, MA.

- "Dental-Labial Harmony through Cosmetic Dentistry and Injectables," presented by Laurence Rifkin, DDS.

- "Microsonic Management of Calcified

Canals," presented by Noushad Rahim, BDS, MDS, MFGDP, MJDF RCS Eng.

- "Protocol of Preparation for Full Crowns and Veneers with Microscope — Full Mouth Micro Invasive Rehabilitation," by Nazariy Mykhaylyuk, DMD.

- "Ultrasonic Preparations: Myth, Magic, and Magnification," presented by Jeff Hamilton, DDS.

- "Microscopically Guided External Sinus Floor Elevation (MGES) — A New Microsurgical Protocol in Oral Implantology," by Behnam Shakibaie, DMD.

- "Minimally Invasive Interventions for



Working with a microscopic view.

Photo/Provided by Assad Mora, DDS, MSD, FACP

Esthetic Dentistry," presented by Masayuki Okawa, DDS.

- "Microscope Enhanced Restorative Dentistry: A Prosthodontic Perspective," presented by: Keith Boenning, DDS.

- "Techniques of Micro Suturing," presented by Arnold Sindler, DDS.

(Source: AMED)

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YDC exhibit hall filled with C.E. options

The 2015 Yankee Dental Conference 40th year celebration, Jan. 29 through Feb. 1, at the Boston Convention & Exhibition Center, will include celebratory activities in the exhibit hall, Jan. 29 through Jan. 31. There also will be the usual abundance of C.E. credit opportunities.

- On Thursday, Jan. 29, registered attendees will receive \$5 in Yankee Dining Dollars to be used toward any food or beverage purchase on the exhibit hall floor between 11:30 a.m. and 2 p.m. Then in the afternoon, you can enjoy a complimentary 40th birthday cupcake.

- The *Fabulous at 40 Reception*, 4–5 p.m., Friday, Jan. 30, provides an opportunity to enjoy complimentary wine or beer and snacks while socializing with colleagues and browsing the show floor.

- On Saturday, Jan. 31, the exhibit hall hosts the *15th Annual Chowder Tasting* at noon in the food court. Attendees will be able to sample award-winning chowder from Levy Restaurants, Hilton Back Bay, Seaport Hotel, Hyatt Regency Boston and Starwood of Boston.

- There will be multiple daily chances to win rewards by shopping in the exhibit hall. Spending \$5,000 enters you to win an AMEX gift card. Also, Mystery Shoppers will reward random exhibit-hall shoppers with gift cards. And there will be opportunities to win free registration to YDC 2016.

- The *Lounge* provides an opportunity to take a quick break while charging your phone or tablet and having a bite to eat.

- The *High-Tech Playground* provides the opportunity to test drive the latest in dental technology. Demonstrations featuring state-of-the-art devices and services will take place each day. The idea is to let attendees try out products free of sales pressure and watch presentations before serious shopping on the exhibit hall floor.

- At the *Live Dentistry* stage, you can learn from some of the profession's top clinicians as they perform actual procedures.

Exhibit hall hours are 9:30 a.m.–5:30 p.m., Jan. 29 and 30 and 9 a.m.–4 p.m., Jan. 31.

(Source: Yankee Dental Conference)



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DrQuickLook SD for everyday use

By Dr. Bob Clark, Founder, DrQuickLook

As a practicing dentist of more than 34 years, I want to buy products that have an impact on my practice. As inventor of DrQuickLook™ products, I am asked about how these intraoral cameras are used in my practice. I recently transitioned to our latest and greatest units — DrQuickLook SD Basic and SD Plus. I thought I would try to relate my office usage to some issues that come up all too

often in the practice. See if any of these ring a bell!

“My cap fell out.” How many times have you heard that refrain? And how many times was it truly a cap having fallen out? More likely it fractured at the gumline and the understructure you spent so much time fabricating is now level with the gumline. You can either tell the patient the circumstances and recommend extraction or try to perform some heroics to salvage the crown

and the tooth for an unknown period of time. Either way, the patient is going to think that there was a whole lot of tooth there and you just wanted to charge



them an extraordinary amount for what you did. So what's the answer? Easy — DrQuickLook SD Basic or our SD Plus model.

When that case walks into my office, the patient visit will begin with a clear look at the inside of the crown then a look at the remaining tooth structure. I don't mean one look — I mean several views to show everything and leave no stone unturned. Images of the internal crown and the tooth structure are saved for future review. Even if you show the patient everything — and I mean everything — you know in your heart that they will come back with the thought that the tooth really wasn't that bad. I love the Quick Draw feature on the SD Plus model here because it allows me to highlight the really critical parts of any image. Yes, I save them too. So here's to sleeping better at night and making sure your patients see what you see! I'll make a confession here. I don't take the images or do the transfer personally. DrQuickLook SD products are so easy to use, my staff does all the work.

Taking before and after images of a restorative procedure is a great idea. But one thing has been left out, and it's the most important one: It's the “middle image.” Once an old amalgam restoration has been removed, we often (meaning always) see recurrent decay and lots of fracture lines. The patient, however, thinks that once the filling is out, the tooth is pristine again — just like new. How far from the truth is that!

I always have the assistant take an image before I enter the operatory. When the filling is out I grab my DrQuickLook SD Plus and within 10 seconds have a couple of images of the grisly remains. I then restore the tooth with a beautiful new restoration. Before I leave the room I like to personally show the patient the “middle image(s)” and highlight the problem areas — fractures, thin remaining enamel or maybe an exposure — with our Quick Draw feature. Drawing on the images is powerful and will focus the patient. I then recommend further treatment (usually a crown) if needed or comment on potential issues (usually a root canal).

Once I exit the operatory, the assistant shows the patient the final restoration and compares it to the original. Transparency. Clarity. The patient knows everything I do. They know what they are paying for. All the images — including the ones I drew on — are saved for a time when the patient has curiously forgotten how bad things looked.

DrQuickLook SD models are the easiest way to prevent any misunderstandings and make your day a whole lot easier. Every day.

These are just a couple examples of how DrQuickLook SD Basic and SD Plus can improve your practice.

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