

**NON-SURGICAL LASER TREATMENT**

Photothermal capabilities of Erbium and Neodymium wavelengths improve facial esthetics without surgery or injections.

► page A4

**TRAINING CENTER OPENS IN SHANGHAI**

Align Technology's second training institute in China showcases its innovations in orthodontic treatment and digital dentistry.

► page A6

**ENDO TRIBUNE****CANADA HOSTS AAE19**

American Association of Endodontists to meet at the Palais des congrès in Montréal from April 10-13.

► page B1



# AACD 2019 agenda features top speakers

*April 24–27 scientific session also includes three days of exhibits*

The professional education committee for the American Academy of Cosmetic Dentistry's annual scientific session has scheduled two headlining educators for the academy's 2019 meeting: Stephen Chu, DMD, MSD, CDT, and Pascal Magne, DMD, PhD.

This year's meeting, from April 24–27, at the San Diego Convention Center, features more than 50 speakers presenting more than 25 lectures and 30 workshops.

Chu will present "Immediate Tooth Replacement Therapy in the Esthetic Zone" on Thursday, April 25, from 9:15 a.m.-12:15 p.m. and 2-5 p.m.

Chu will present a method for the immediate provisional restoration of immediate implants placed into healed [delayed] or augmented sites. Additionally, his lecture will address the clinical diagnosis and management of type 1-3 extraction sockets as well as present current techniques, clinical research, histologic evidence and innovations in immediate implant placement and provisional restoration treatment and how they can enhance time and clinical outcomes for



The San Diego Convention Center, on the city's waterfront and a short stroll away from the city's popular Gaslamp Quarter, is host site of the American Academy of Cosmetic Dentistry 2019 annual scientific session, April 24–27. Photo/Corporate Helicopters

greater patient comfort, care and satisfaction. Attendees can expect to gain a greater understanding of the prosthetic and biologic impact on hard tissue buccal contour change and pre-implant soft-tissue thickness; potential complications associated with immediate implants; how to identify impression-making and cementation techniques; and strategies for managing treatment of type 1-3 sockets. Attendees will also learn the treatment time and survival rates associated with immediate protocols.

Chu received his doctoral degree from the University of Pennsylvania School of

Dental Medicine in 1984 and his master's degree in restorative dentistry and certificate in post-graduate fixed prosthodontics from the University of Washington School of Dentistry in 1986. He then obtained his dental technician certification in dental ceramics in 1996 and ASMDT status in 1998 at New York University College of Dentistry. Chu maintains a dual academic appointment as a clinical associate professor in the Ashman Department of Periodontology and Implant Dentistry at New York University College of Dentistry and Columbia University College of Dental Medicine. He is the creator of Chu's Aesthetic Gauges, manufactured by Hu-Friedy Co., and he maintains a private practice in fixed prosthodontics, esthetic and implant dentistry in New York City.

Magne will present "Crescendo of Techniques for Anterior Bonded Restorations" on Saturday, April 27, from 9:15 a.m.-12:15 p.m. and 2-5 p.m. Attendees will learn how to evaluate treatment options beginning with the simplest procedures such as chemical treatments and freehand composites and then more sophisticated approaches such as laminate veneers. The comprehensive lecture program is for all practitioners wishing to update their skills in anterior bonded restorations using direct composite resins and indirect porcelain veneers. Magne will review the latest scientific

discoveries about no-post no-crown restorations; identify the core values of biomimetic restorative dentistry; explain ultraconservative approaches; identify important procedures to improve the success of direct composite resin restorations; and define the keys to the success of indirect ceramic restorations. Practitioners facing ever-growing choices in esthetic treatment modalities and products will leave better able to make the appropriate choices in a given clinical situation — with the goal of conserving the maximum amount of intact tissue and complying with guiding biomimetic principles.

Magne graduated from the University of Geneva Dental School, Switzerland, in 1989 with a Med.Dent. He obtained his doctorate in 1992 and his PhD degree in 2002. He received postgraduate training in fixed prosthodontics and occlusion, operative dentistry and endodontics. From 1997 to 1999, he was a visiting associate professor at the Minnesota Dental Research Center for Biomaterials and Biomechanics, University of Minnesota School of Dentistry. After concluding two years of research, Magne returned to University of Geneva Dental School and held the position of senior lecturer in the Division of Fixed Prosthodontics and Occlusion. He is also the author of numer-

► See **SPEAKERS**, page A2

# Science meets fun at pediatric meeting

The annual session of the American Academy of Pediatric Dentistry this year is in the academy's hometown, Chicago, from May 23–26. The meeting's host site is the landmark Chicago Hilton on South Michigan Avenue, just across the street from Grant Park's 8th Street Fountain and Formal Gardens and a short stroll from the iconic Buckingham Fountain. Twelve blocks north is the city's internationally known shopping destination, the Magnificent Mile.

The Sunstar Welcome Reception will be held at the Museum of Science and Industry, in Chicago's historic Hyde Park neighborhood. Attendees will be able to meet with new and old friends and colleagues against the backdrop of an endlessly fascinating and interactive experience. Among the museum's most famed highlights are opportunities to explore a full-size replica coal mine, wend through a German U-505 submarine captured during World War II, walk through a 40-foot water-vapor tornado, pilot a fighter-jet flight simulator, lord over a 3,500-square-foot model railroad and peer into the Apollo 8 command module.

The opening ceremony keynote speaker is retired Colonel Nicole Malachowski, the first female pilot of the Air Force Thunderbird Aerial Demonstration Team. Her address, "Headwinds of Change," could also serve as an overarching theme of the meeting's scientific program, with



The AAPD 2019 Welcome Reception at Chicago's famed Museum of Science and Industry will feature emersive exhibits open to attendees, including the chance to tour a German U-505 submarine captured during World War II. Photo/J.B. Spector/Museum of Science and Industry, Chicago

an agenda packed full of timely topics, including pediatric esthetics, brain development, precision medicine, sleep apnea, sedation, dental benefits and an evidence-based training workshop.

The scientific sessions open on Thursday with the preconference course "Speak Up for Patient Health: Critical Conversations on Controversial Issues." The interactive session offers practical advice on how to effectively discuss difficult topics such as weight issues, eating disorders, substance use, transgender issues, pregnancy, sexual practices and sexually transmitted infections.

Saturday's invitation-only donor-

appreciation gala for Healthy Smiles. Healthy Children, the AAPD's foundation, will be at the Art Institute of Chicago. The event supports the foundation's mission of providing dental homes for underserved children.

The President's Farewell Dinner on Sunday will be held in a uniquely renovated pre-Chicago Fire Morgan Manufacturing building, a "world-class space with Chicago swagger, designed around a concept of modularity and industrial elegance."

Registration, lodging and other details can be found online at [annual.aapd.org](http://annual.aapd.org).

(Source: AAPD)

## 12,000 expected at 2019 JDIQ in Montréal

The 49th International Dental Days of Quebec (JDIQ), the annual conference of the Ordre des Dentistes du Québec, will be held from May 25–28 (Saturday through Tuesday) at the Montréal Convention Center (the Palais des Congrès de Montréal) in Montréal, Quebec, right near the heart of the old-world charm of historic Old Montréal.

The C.E. and exhibition event is the annual meeting place for Quebec dentists and dental-team members, while also attracting attendees from across the world. With more than 12,000 participants, it is considered the largest dental conference in Canada.

The mission of the Ordre des Dentistes du Québec, representing approximately 5,300 dentists, is to ensure the quality of dental services through high standards of practice and ethics and to promote oral health among the people of Quebec.

The C.E. courses feature theoretical and practical training presented by renowned speakers from Canada and around the world. The courses and workshops focus on topics related to dental practice, as well as the technical and scientific advancements that influence the current and future practice of dentistry.

The meeting's two-day exhibit hall will be on Monday and Tuesday, May 27–28.

(Source: JDIQ)

speakers, page A1

ous clinical and research articles on esthetics and adhesive dentistry and is an internationally known lecturer on these topics. Magne wrote the book "Bonded Porcelain Restorations in the Anterior Dentition — A Biomimetic Approach," which has been translated into eight languages and is considered one of the industry's most respected guides in the field of adhesive and esthetic dentistry.

The overall lecture schedule at AACD

2019 is designed to optimize the amount of time attendees have with these and other noted educators. There are three additional anchor courses on Wednesday: "Generational Diversity Adaptation," "The Value of a Cosmetic Practice" and "Prelude to a Transition: What Buyers and Sellers Should Consider Before Transitioning."

The number of sponsored lectures has been reduced based on attendee feedback. Also, the Member Pearl lectures are being increased and are moved from

the exhibit hall to an online forum, the AACD Virtual Campus. The exhibit hall is going to feature some new experiences, which will complement the high-value education being provided in the lecture and workshop rooms.

As always at the AACD annual scientific session, all lectures and hands-on workshops are part of attendees' all-inclusive tuition.

You can access all of the details and register online at [www.aacdconference.com](http://www.aacdconference.com).

## DENTAL TRIBUNE

The World's Dental Newspaper - US Edition

### PUBLISHER & CHAIRMAN

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

### PRESIDENT & CHIEF EXECUTIVE OFFICER

Eric Seid [e.seid@dental-tribune.com](mailto:e.seid@dental-tribune.com)

### GROUP EDITOR

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

### EDITOR IN CHIEF DENTAL TRIBUNE

Dr. David L. Hoexter [feedback@dental-tribune.com](mailto:feedback@dental-tribune.com)

### MANAGING EDITOR U.S. AND CANADA EDITIONS

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

### MANAGING EDITOR

Fred Michmershuizen

[f.michmershuizen@dental-tribune.com](mailto:f.michmershuizen@dental-tribune.com)

### MANAGING EDITOR

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

### PRODUCT/ACCOUNT MANAGER

Humberto Estrada [h.estrada@dental-tribune.com](mailto:h.estrada@dental-tribune.com)

### PRODUCT/ACCOUNT MANAGER

Maria Kaiser [m.kaiser@dental-tribune.com](mailto:m.kaiser@dental-tribune.com)

### PRODUCT/ACCOUNT MANAGER

Jordan McCumbee [j.mccumbee@dental-tribune.com](mailto:j.mccumbee@dental-tribune.com)

### CLIENT RELATIONS MANAGER

Leerol Colquhoun [l.colquhoun@dental-tribune.com](mailto:l.colquhoun@dental-tribune.com)

### ACCOUNTING COORDINATOR

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

### Tribune America LLC

116 West 23rd St., Ste. #500

New York, N.Y. 10011

(212) 244-7181

### Published by Tribune America

© 2019 Tribune America, LLC

All rights reserved.

Dental Tribune strives to maintain the utmost accuracy in its news and clinical reports. If you find a factual error or content that requires clarification, please contact Managing Editor Robert Selleck at [r.selleck@dental-tribune.com](mailto:r.selleck@dental-tribune.com).

Dental Tribune cannot assume responsibility for the validity of product claims or for typographical errors. The publisher also does not assume responsibility for product names or statements made by advertisers. Opinions expressed by authors are their own and may not reflect those of Tribune America.

### EDITORIAL BOARD

Dr. Joel Berg

Dr. L. Stephen Buchanan

Dr. Arnaldo Castellucci

Dr. Gordon Christensen

Dr. Rella Christensen

Dr. William Dickerson

Hugh Doherty

Dr. James Doundoulakis

Dr. David Garber

Dr. Fay Goldstep

Dr. Howard Glazer

Dr. Harold Heymann

Dr. Karl Leinfelder

Dr. Roger Levin

Dr. Carl E. Misch

Dr. Dan Nathanson

Dr. Chester Redhead

Dr. Irwin Smigel

Dr. Jon Suzuki

Dr. Dennis Tartakow

Dr. Dan Ward

### Tell us what you think!

Do you have general comments or criticism you would like to share? Is there a particular topic you would like to see articles about in Dental Tribune? Let us know by sending an email to [feedback@dental-tribune.com](mailto:feedback@dental-tribune.com). We look forward to hearing from you!



# WARNING: HIGH GLOSS DISTRACTION

## Beautiful Flow Plus X

A NANO-HYBRID COMPOSITE WITH  
FLUORIDE RELEASE & RECHARGE

- Achieves more surface gloss in less time—effortless polishing
- Improved handling
- Stackable & sculptable; stays put
- Chameleon effect—aesthetically blends with the natural tooth
- High flexural strength
- Low wear resistance & shrinkage
- Indicated in classes I, II, III, IV & V



Dr. Howard Glazer, Fort Lee, New Jersey

**PRG**  
Technology  
**Giomer**

Shofu Dental Corporation | San Marcos, CA



[www.shofu.com](http://www.shofu.com) | 800.827.4638



**NEW!**  
VISIT BOOTH  
**824**  
AT THE AACD

SNBFPX-0818



# Consider the use of non-surgical laser applications in treatment of facial esthetics

By Harvey S. Shiffman, DDS

Erbium Yag and Neodymium Yag are two of the most researched wavelengths in medicine and dentistry. Both of these wavelengths are found in our Fotona Lightwalker laser. Smoothlase uses the photothermal capabilities of the Erbium and Neodymium lasers to convert and initiate the formation of new collagen in mucosal tissues and supporting tissues of the face and lips.

## Indications

These wavelengths can be used for patients with age- and lifestyle-related loss of facial volume, elasticity and dryness all caused by loss of collagen. Also as a preventative therapy to maintain "young collagen." Patients who do not want surgical intervention or artificial materials injected.

What happens when we hand a mirror to our patients to view results of our dental restorations? They immediately check

**AACD  
BOOTH  
NO. 912**

**AAE  
BOOTH  
NO. 212**

their hair, facial wrinkles and sagging.

Facial esthetics are a concern for most of our dental patients. We can provide beautiful, functional dental reconstructions, and the patient still has facial loss of tone, wrinkles, lip imbalances and loss of elasticity.

The Smoothlase group of intraoral laser rejuvenating procedures use both of these same wavelengths to tighten skin, improve elasticity, skin tone and texture in a minimally invasive manner all from inside the mouth. Liplase can rejuvenate, plump, define and balance the lips without injections or artificial materials.

These procedures are fully within the scope of dental practice and allow practitioners to give our patients the "finishing" treatments needed and desired.



Consider using Fotona Smoothlase to convert and initiate the formation of new collagen in mucosal tissues and supporting tissues of the face and lips. Photos/ Provided by Fotona

AD



**AACD** | 2019  
SAN DIEGO

Catch the Wave of  
**Cosmetic Dentistry Education**

**LEARN FROM THE BEST**  
**APRIL 24 – 27**  
SAVE \$100 REGISTER BY MARCH 30, 2019



**THURSDAY**  
**Stephen Chu**  
DMD, CDT  
Immediate Tooth Replacement  
Therapy in the Esthetic Zone

**FRIDAY**  
**Rapid-Fire  
Session**  
"No Prep to Prep"

Jimmy B. Eubank, DDS, FAACD  
Dennis Wells, DDS, AAACD  
Amanda Seay, DDS, AAACD  
Kyle Stanley, DDS  
Javier Vasquez, DMD, MDT



**SATURDAY**  
**Pascal Magne**  
DMD, PhD  
Crescendo of Techniques for  
Anterior Bonded Restorations

**VISIT [www.aacdconference.com](http://www.aacdconference.com) for more info!**





*Stop by our booth to receive exclusive Fotona gear and learn all about the LightWalker™ Laser System!*



Visit us at **AAE** 2019 Annual Meeting **BOOTH #212**

and **AACD** 2019 Annual Meeting **BOOTH #912/914**

# LIGHTWALKER™

The Endo, Perio, Hard & Soft Tissue, Sleep & Snore Laser Er:YAG & Nd:YAG Combo

**NIGHTLASE® Snoring Treatment**

**Twinlight™ Laser Perio**

Advanced Dual Wavelength

**PIPS / SWEEPS® Photoacoustic Endo**

Effective & Exclusive

**Ultra Fast, Pain Free Cavity Preps**



reddot design award

The prestigious "red dot" Design Award



Awarded Best of Class By the Pride Institute at the American Dental Association



Dentistry Today's Top 100 Products

**Fotona**  
Ultra Performance Lasers™

www.fotona.com

@FotonaLasersUSA

@Fotonalasers\_official



# Align University Training Institute opens in Shanghai

Align Technology Inc. has opened the Align University Training Institute in Shanghai, China. This is Align's second training facility in China. The company opened its Chengdu training center in 2017. The newest center represents the company's commitment to clinical education and support for dentists in China. It will be a major training facility that will enable Align to educate dentists and showcase the company's latest product and technology innovation in orthodontic treatment and digital dentistry.

## Major growth expected in China

"We see enormous potential in China, with a growing demand for Invisalign clear aligners," said Julie Tay, Align Technology senior vice president and managing director, Asia Pacific. "As consumer demand grows, we want to ensure we provide our doctors with the latest innovation and training to deliver great outcomes for Invisalign patients — and ultimately more beautiful smiles. This is another important investment we are making in China to provide localized training and support to our doctors, as we continue to lead the industry in clear aligners and digital dentistry."

According to the company, the Align



Julie Tay (second from right), Align Technology senior vice president and managing director, Asia Pacific, and Jin Xiang (middle), Align Technology managing director, China, at the ribbon-cutting ceremony of Align University Shanghai Training Institute. Photo/Provided by Align Technology

University Shanghai Training Institute features state-of-the-art technology, including iTero intraoral scanners and dental simulation equipment. It holds three training rooms, including one multiple training room, a ClinCheck workshop room and a demonstration lab for iTero intraoral scanners and dental simulation equipment.

The institute will provide training, clinical education programs and demonstrations of the tools and processes used in a range of treatment options.

China is the second largest market for Align. The company opened its first office in Shanghai in 2011 and today has more than 1,200 employees in seven offices across China. To date, Align has trained more than 150,000 Invisalign practitioners worldwide.

## About Align Technology

Align Technology designs and manufactures the Invisalign® system — one of the most advanced clear-aligner systems in the world — and iTero® intraoral scan-

ners and services. Align's products help dental professionals to achieve the clinical results they expect and to deliver effective, cutting-edge dental options to their patients. You can visit [www.align-tech.com](http://www.align-tech.com) for more information.

For additional information about the Invisalign system or to find an Invisalign doctor in your area, go to [www.invisalign.com](http://www.invisalign.com). For more about iTero digital scanning, you can visit [www.itero.com](http://www.itero.com).

(Source: Align Technology)

AD

**REGISTER FOR AAPD 2019**  
MAY 23 – 26, 2019

**WHY ATTEND?**

- Premiere continuing education
- Over 250 exhibitors
- Relevant updates on technology and clinical topics
- Content presented by the best in the world of pediatric dentistry
- Opportunity to network with colleagues and friends

**Sweet Home Chicago Welcome Reception is not to be missed!**

**REGISTER NOW AT [annual.aapd.org](http://annual.aapd.org)!**

**aapd**  
**19 CHICAGO**



# Dentsply Sirona goes big at IDS 2019

Comprising more than 2,000 square meters, Dentsply Sirona's two booths made a big impression at IDS 2019. Bringing to life the motto "Inspired by your needs," the world's largest manufacturer of dental products and technologies presented a wide array of innovative offering for dental professionals. The products presented, such as Primescan and Surefil one, can play a key role in helping dentists and dental technicians provide their patients with optimal treatment. The Dentsply Sirona team wore matching blue and orange sneakers to demonstrate a unified spirit in presenting Dentsply Sirona as a customer-centric company.

"At IDS 2019, we demonstrated that 'Inspired by your needs' is much more than just a motto for us," said Don Casey, CEO of Dentsply Sirona. "Our mission is to translate the needs of dentists into products. We have shown over these five days that we can make a difference for dental professionals with our investment in R&D, education and training. Dentsply Sirona has presented itself as a new, dynamic and agile company that focuses on one thing above all else: the customer. More than 14,000 live demonstrations

at the IDS booth and 300 product courses in one week underline this impressively. It is this interaction with our customers that drives us forward as a company and complements our \$150 million annual investment in R&D."

In the more than 100 live treatment procedures on two stages at the booths, visitors could see for themselves just how quickly, easily and precisely impressions can be produced with Primescan, the new intraoral scanner for CEREC. According to the company, a whole-arch scan can be produced with Primescan in less than one minute, making this product a versatile partner for all areas of dentistry, from restorative treatments and orthodontics to implant dentistry. One example of this is the fully digital production of SureSmile Aligners for straightening teeth. For this, the scan is combined with a 2-D X-ray and a photo of the patient. Seamless, validated interfaces simplify the process noticeably, giving dentists the flexibility they desire, the company asserts.

Surefil one, a filling concept for the posterior tooth region, also attracted a high

**AAE  
BOOTH  
NO. 1306**



The Dentsply Sirona team at IDS 2019. Photo/Provided by Dentsply Sirona

level of interest. The self-adhesive restoration material combines the simplicity of a glass ionomer with the stability of a conventional composite and has good esthetic properties. This allows a cavity to be treated in just one layer without retentive preparation, making the entire treatment process four steps shorter (and about seven minutes quicker).

Visitors to the booth were able to experience the innovations first hand in live demonstrations and try them out them-

selves on the model.

The survey "1 profession. 1,000 jobs." provided a starting point for in-depth discussions with customers and partners — numerous visitors to the booth took part at [www.1profession1000jobs.com](http://www.1profession1000jobs.com) — and the results confirmed that in addition to treating patients, dentists and dental technicians perform a whole range of other tasks.

(Source: Dentsply Sirona)

AD

**Journées dentaires internationales du Québec**

**2019**

**24 AU 28 MAI**

**PALAIS DES CONGRÈS DE MONTRÉAL | MONTRÉAL | CANADA**

**odq.qc.ca/congres**

 <b>Dre Cathia Bergeron</b> Dentisterie opératoire	 <b>Dr. Lee-Ann Brady</b> Restorative Dentistry/ Restauration	 <b>Dr. Ronni Brown</b> Addiction and Dentistry/ Dépendance et dentisterie	 <b>Dr. Manor Haas</b> Endodontics/Endodontie
 <b>Dr. Sergio Kutler</b> Endodontics/Endodontie	 <b>Dr. Gilles Lavigne</b> Douleur et Apnée	 <b>Dr. Sam Low</b> Periodontics/Parodontie	 <b>Mr. Tom Viola, R. Ph</b> Pharmacology/ Pharmacologie
 <b>Dr. Guillaume Jouanny</b> Endodontie	 <b>Dr. Chafic Safi</b> Endodontics/Endodontie	 <b>Dr. John Svirsky</b> Oral Medicine/ Médecine buccale	 <b>Mme Johanne Montpetit</b> Gestion

**céLABration 2019**



# Now Is the Moment to Join the Movement.



## Find a GentleWave® Endo Partner.



### IT'S TIME TO RETHINK WHERE YOU REFER RCT.

In the years since the GentleWave® System became commercially available across America, we've seen aha moments turn into an exponentially-growing and vocal movement of providers, referring dentists and patients alike.

Finding a GentleWave endo partner will create a continuity of care that gives your patients peace of mind—and access to the next elevation in endodontic technology that can help save their natural teeth.

Referring RCT patients? Explore your GentleWave® option.

**[SONENDO.COM/OPTION](http://SONENDO.COM/OPTION)**

**VISIT US AT AAE19 IN MONTRÉAL!**  
APRIL 10-13 • BOOTH #1606



Estimated provider map as of December 2018.

© 2019 Sonendo, Inc. All rights reserved. SONENDO, the SONENDO logo, GENTLEWAVE, the GENTLEWAVE logo, SAVING TEETH THROUGH SOUND SCIENCE and WE LIVE ENDO are trademarks of Sonendo, Inc. Patented: [www.sonendo.com/intellectualproperty](http://www.sonendo.com/intellectualproperty). 19SON139 MM-0784 Rev 01





# ENDO TRIBUNE

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

APRIL 2019 — VOL. 14, NO. 1

www.dental-tribune.com

## AAE19 in Montreal

*Endodontic specialists gather April 10-13*

AAE19 — the annual meeting of the American Association of Endodontists — is taking place April 10-13 (Wednesday through Saturday) at Palais des Congrès in Montreal. According to AAE President Dr. Patrick E. Taylor, AAE19 General Chair Dr. Alan S. Law and AAE19 Local Liaison Dr. Raphael R. Garofalo, the meeting will be the year's most comprehensive global endodontic education summit, vendor exhibition and networking opportunity.

The event will offer an extensive lineup of educational opportunities, including lectures, hands-on courses and panel discussions. Attendees will be able to immerse themselves in the latest research, trends and techniques, presented by some of the most sought-after speakers in the specialty.



Montreal offers AAE19 attendees plenty of opportunities to explore neighborhoods, including McTavish Street, on foot.

Photo/© Eva Blue, Tourisme Montreal

In honor of the meeting's French-speaking host city, AAE19 will feature a track presented entirely in French.

Futurist Mike Walsh, CEO of innovation consultancy Tomorrow and award-winning, bestselling author of "Futuretainment," will deliver the keynote

address at 9:30 a.m. on Wednesday. His speech will touch on the importance of adapting dentistry, practices and small business for the 21st century. Walsh will summarize trends currently shaping the future of business and consumer behavior, and the lessons learned from success-

ful Fortune 500 companies on leveraging disruptive innovation, adopting a data-driven mindset and leading change through digital transformation.

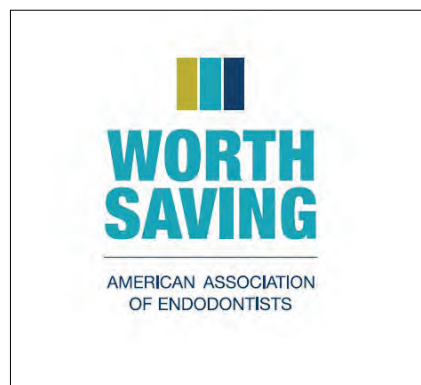
Walsh was recognized as one of Australia's

► See AAE19, page B2

## AAE launches 'Worth Saving' campaign

To help the public realize the importance of saving their natural teeth and to seek treatment from endodontists as their first choice for oral health care, the American Association of Endodontists has launched a national consumer campaign pilot with digital advertising.

This integrated campaign consists of social media, earned press, promotion through AAE's thousands of members and other direct consumer engagement activities. The AAE created a mix of search engine advertising, sponsored social media posts and online display advertising. The association is also implementing grassroots activation through member outreach, a series of videos, surveys and social listening.



An integrated campaign launched recently by the American Association of Endodontists includes 'Worth Saving' social media ads.

Photo/Provided by AAE

Those who click on the advertisements and social media posts will be sent to the AAE's "Find My Endodontist" online search tool, which allows patients to easily find an endodontist based on distance and office locations. Additionally, the portal provides information for patients to connect with the endodontist by phone, email or practice website.

The AAE board of directors prioritized the ongoing initiative in its strategic plan. "It's important that patients understand the importance of preserving their natural teeth versus the overused, costly and complicated process of extraction," said Dr. Patrick E. Taylor, AAE president.

The campaign uses the tagline "Worth Saving" to help reinforce the importance

of patients' retaining their natural teeth and seeking an endodontist as the first choice for root canal treatment.

"The 'Worth Saving' campaign is also intended to grow the public's awareness of who endodontists are and their specialized training," Taylor said. "Along with two to three years of advanced training beyond dental school, endodontists have incredible precision and hand-eye coordination, making them highly skilled in performing complex treatments."

More information for the general public about how endodontists can help save natural teeth is available online, at [aae.org/patients](http://aae.org/patients).

(Source: AAE)