

COLORFUL 'SOLUTION' FOR DENTISTRY'S ALPHABET SOUP

Confused by abbreviations identifying dental groups? The problem isn't as black and white as you think.

► page A3



IMPLANT TRIBUNE

ICOI CELEBRATES 40TH ANNIVERSARY

Implantologists get together for World Congress in Florida.

► page B1

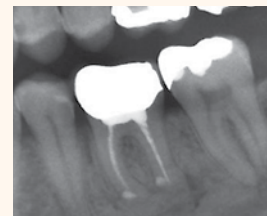


ENDO TRIBUNE

EFFICIENT, ERGONOMIC APICAL RESECTION

Revision and rehabilitation surgery: Better prognosis than even just 10 years ago.

► page C1



Stone-age dental filling identified

6,500-year-old human mandible shows evidence of beeswax used to seal a cracked, upper canine

By Robert Selleck, Managing Editor

A team of Italian and Australian researchers appears to have found physical proof that restorative dentistry dates to the Stone Age.

The researchers identified traces of a dental filling made of beeswax in a Neolithic human tooth discovered in Slovenia — and they are saying it may be the “earliest known direct evidence of [a] therapeutic-palliative dental filling.”

The research findings were published Sept. 19 in PLoS ONE, the peer-reviewed, open-access journal, accessible at www.plosone.org.

The team acknowledges in its paper that it cannot be absolutely certain that the beeswax filling was placed in the tooth in an effort to address a dental problem the individual was experiencing while alive. But the paper identifies that as being the most likely of the possible scenarios that would explain the presence of the substance on a worn-down tooth that otherwise would have had exposed dentin.

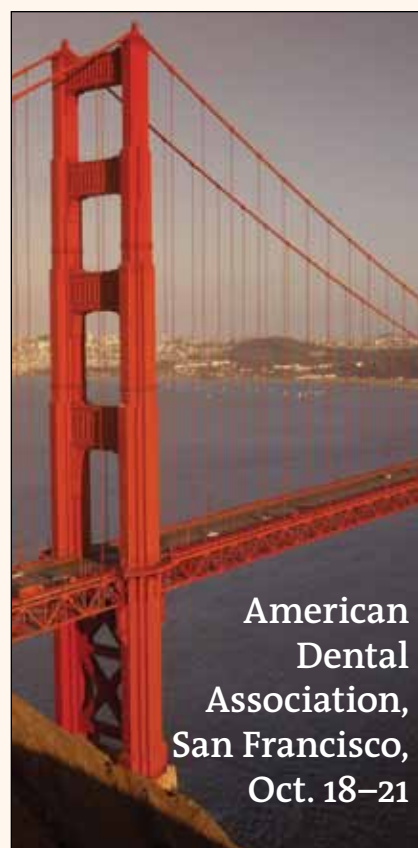
“The tooth probably became very

sensitive, limiting the functionality of the jaw during occlusion. The occlusal surface could have been filled with beeswax in an attempt to reduce the pain [by] sealing exposed dentin tubules and the fracture from changes in osmotic pressure (as occurs on contact with sugar) and temperature (hot or cold relative to the oral cavity),” the team wrote.

The piece of jawbone with five teeth still attached was discovered long before the team's research was conducted. It was excavated from a cave wall near the village of Loche, Istria, in Slovenia and was initially dated based on associated fauna remains, which traced to the Upper Pleistocene era.

The team reported that the specimen was considered to be “one of the most ancient anthropological remains from the northern-Adriatic area.” But the find had never been subjected to detailed analysis until the researchers secured permission to study the mandible using state-of-the-art scanning technology and radiocarbon dating techniques.

► See FILLING, page A2



The American Dental Association's 153rd Annual Session and World Marketplace Exhibition is Oct. 18-21 at San Francisco's Moscone Center. The meeting brings together leaders in dental practice, research, academia and industry and includes more than 280 continuing education courses and more than 600 suppliers of dental products and services. Photo/Provided by California Travel and Tourism Commission/Christian Heeb

► See page A4

FROM THE EDITOR IN CHIEF A3

• Dental Tribune U.S. EIC suggests colorfully confusing communication

MEETINGS A4-A12

- American Dental Association takes 'future of dentistry' to San Francisco
- Academy of Microscope Enhanced Dentistry plans big meeting
- NYC dressing up for the Greater New York Dental Meeting
- Yankee Dental Congress highlights include mid-conference comic
- C.E. credits, beautiful beaches make Smiles in the Sun unique event

INDUSTRY A14-A28

- Aribex donates 'unit No. 10,000' NOMAD Pro Handheld X-ray device
- New: Inclusive Tooth Replacement Solution from Glidewell Laboratories
- Arm & Hammer sponsors high-profile events at ADA annual meeting
- Philips Zoom WhiteSpeed gives clinician control of sensitivity settings
- Blind spot costing you thousands?
- Philips Wand STA: painless injection
- Next xpAPce video features top oral surgeon with three-part C.E. course
- Pink FlashTips support cancer fight
- Scheduling Institute finds learning's sweet spot, where everything clicks
- OrthoBanc online payroll services comprehensive but low priced
- Patterson Dental's Eaglesoft 16 makes daily practice life easier

AD

WIPE AND GO!

No more time-consuming polishing of your provisionals

TAKE 3

1. Fast and Economical
2. Durable
3. Aesthetic

Ask your Provider or Voco Distributor for the 2+1 OFFER

Structur 3

Nano-filled, quick setting, strong temporary crown & bridge material with "Wipe & Go" Technology

THE DENTALISTS

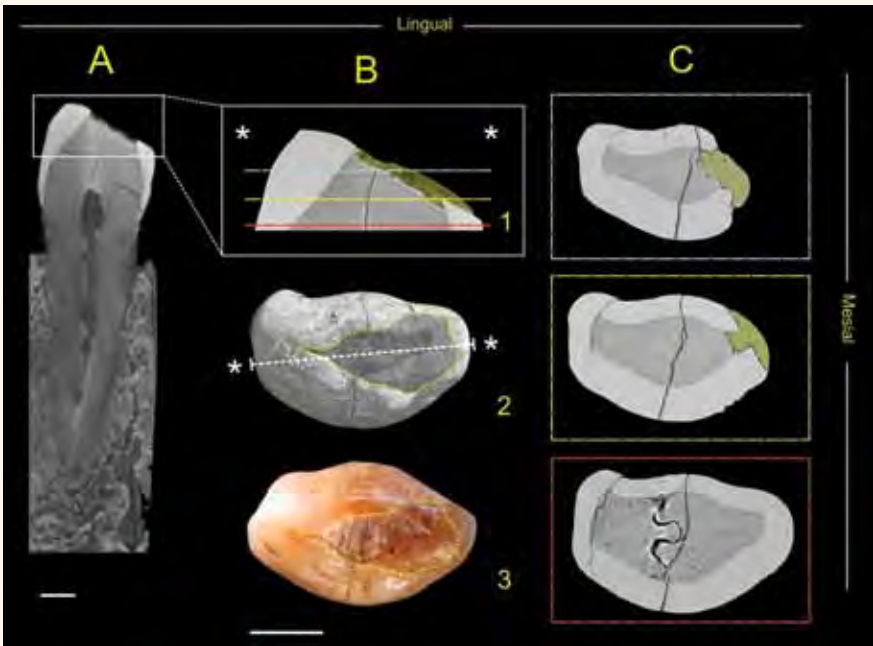
Call 1-888-658-2584 • www.vocoamerica.com

PRSR STD
U.S. Postage
PAID
San Antonio, TX
Permit #1396

Dental Tribune America
116 West 23rd Street
Suite #500
New York, N.Y. 10011



Various views of the mandible discovered in a cave in southern Slovenia. Scale bar, 10 mm.
Photos/Provided by Plos One, www.plosone.org, Sept. 19, 2012, Vol. 7, Issue 9 e44904



A) Distal-mesial section of lower left canine. B1) Micro-CT detail of crown showing thickness of beeswax (in yellow). Beeswax exactly fills shallow cavity in exposed dentin and upper part of crack. B2) 3-D reconstruction and B3) microphotograph of crown in occlusal view with indication of surface covered by beeswax (within yellow dotted line). C) Micro-CT based cross-sections showing enamel cracks along labial and lingual aspects. Positions of the cross-sections are shown in B2. Beeswax is shown yellow. Scale bars, 2 mm.

◀ FILLING, page A1

Permission was granted by Italy's Natural History Museum of Trieste, to whom the original finders had donated the specimen. The mandible, determined to be from a male who died in his 20s, was described by the team

as, "the left portion of an isolated adult mandible bearing a canine, two premolars, and the first two molars." The 12-person team of researchers from university and governmental facilities in Italy and Australia used ▶ See FILLING, page A3

AD

6 Reasons Why This Dentist Says...

“Getting this CD was the SINGLE BEST DECISION I’ve Ever Made for My Dental Practice!”

I won this Lamborghini!

This Single CD Will Change Your Practice and Your Life Too!
Get Yours Today!!

Dear Fellow Dentist,

1. I went from averaging 15 New Patients per month to over 37... **that's more than a 100% increase!**

2. My marketing efforts are showing **returns like never before.** I've literally "plugged the hole" in my practice!

3. **Our production is up \$18,000** per month. This has literally brought my practice back from the dead.

4. My **staff members are more engaged, excited, and productive** than ever before!

5. My **patients are referring like crazy** and the future of my practice is paved in gold.

6. Oh, and believe it or not, **I won the keys to this Lamborghini!**

Wishing you success,

Carl Metz, DDS
Arizona

2 WAYS TO GET YOUR COPY

1. go to www.MyPracticeCD.com OR, 2. fax info below to 866.651.6445

Doctor's Name: _____

Office Phone: _____

Doctor's Email: _____



The ADA meeting's schedule of Thursday through Sunday morning helps minimize your time away from your practice and also enables you to enjoy the fun of a San Francisco weekend. On the not-to-be-missed list: a stand-up, hanging-off-the-side ride on the world's last manually operated cable car system. Photos/Provided by California Travel and Tourism Commission/Andreas Hub

Pundits at ADA event on eve of election

American Dental Association has liberal Robert Reich and conservative George Will on stage

AD

What does your future hold?

Modern Advances, Techniques and Procedures designed to dramatically enhance the lives of you and your patients!

Explore your options...

Saint John, NB
October 19 & 20, 2012

Victoria, BC
October 19, 2012

Indianapolis, IN
October 26 & 27, 2012

St. Louis, MO
November 9 & 10, 2012

Dates and Locations subject to change. Please call to confirm dates.

Limited Seating!

Please register early to avoid disappointment

Invest in yourself, your practice and your future by exploring "The Future of Dentistry" with Aurum Ceramic and LVI Global.

Learn, through lecture and discussion:

- Best procedures for diagnosis and treatment planning.
- Exciting options for smile design, restoration selection, preparation, temporization and cementation.
- Improved patient communication.
- Proven new concepts in practice marketing.

Three ways to register:

Email: ce@aurumgroup.com

Phone: 1-800-363-3989

Fax: 1-888-747-1233

www.aurumgroup.com

PRESENTED BY

REFRAMIC[®]
REFRACTORY CERAMICS

LVI GLOBAL
LABORATORY VIDEOS INTERNATIONAL

The American Dental Association's 153rd Annual Session and World Marketplace Exhibition is Oct. 18-21 at San Francisco's Moscone Center.

The annual session brings together leaders in dental practice, research, academia and industry presenting more than 280 continuing education courses over four days. More than half of the lecture courses are offered free with registration. The World Marketplace Exhibition will feature more than 600 leading suppliers of dental products and services.

Political pundits Robert Reich and George F. Will will be featured as the 2012 Distinguished Speakers as part of the opening general session on Thursday morning, Oct. 18, just three weeks before the general election. Reich and Will will sit with ADA leadership for a candid Q&A session following their introductory presentations.

The ADA offers housing discounts at a variety of official ADA hotels in San Francisco. Discounts are available for air travel, car rental services and ground transportation. More information can be found at www.ADA.org/session.

As of Sept. 21, the registration fee for ADA-member dentists is \$150. Non-member dentists or graduate students who would like to check out the ADA Annual Session for the first time can attend the session for a one-time discounted rate of \$200, instead of the regular \$1,550 rate for non-member dentists. These prices reflect rates after early registration ended Sept. 21. For details, visit the registration and housing section of www.ADA.org/session.

ADA365 extends the session

ADA365 is a new way to experience the ADA Annual Session. Also called a "hybrid meeting," ADA365 offers a way to attend some annual session events online if you cannot make it to the meeting in person.

Dentists can log on to ADA365 through www.ADA.org/ADA365 using their ADA member number and the password "ADA365" (all caps).

There are more than 22 hours of recorded video content from the 2011 annual session already available on the site.

During the annual session (Oct. 18-21), members can log on to ADA365 to view events streaming live from San Francisco. These will include the six live-patient Education in the Round courses, the Open

► See ADA, page A6

Replacing missing teeth is now more efficient and predictable



\$695*

*Includes everything
you need to restore
a missing tooth*



BioTemps®
provisional crown
included



Custom healing
abutment
included



Final BruxZir® or
IPS e.max® crown
included



Custom
temporary
abutment
included



Custom
impression
coping
included



Final Inclusive®
Custom
Abutment
included



Surgical drills and
Inclusive® Tapered Implant
included



*Price does not include shipping.

Not a trademark of Glidewell Laboratories.
The implant shown is NobelReplace.

FOR MORE INFORMATION

888-974-5368

www.glidewelldental.com

INCLUSIVE® TOOTH REPLACEMENT SOLUTION



Inclusive custom healing abutment at implant placement



Contoured soft tissue sulcus after healing



Buccal view of final restoration at delivery

Simple, Convenient, Affordable

This all-in-one, restorative-based solution includes everything needed to restore a missing tooth. Patient-specific healing, temporary and impression components ensure ideal soft tissue contours are created from the day of implant placement. Inclusive — everything you and your patients need.

Complete case includes:

- Prosthetic guide
- Inclusive® Tapered Implant and surgical drills
- BioTemps® Tissue Contouring Solution
 - Custom healing and temporary abutments
 - Custom provisional crown
 - Custom impression coping
- Inclusive® Custom Abutment and BruxZir® Solid Zirconia or IPS e.max® crown (delivered separately)



**GLIDEWELL
LABORATORIES**

Premium Products - Outstanding Value

Escape to Alcatraz Island, one of San Francisco's top tourist attractions, for a sightseeing break.



• ADA, page A4

Clinical and Science Forums, the opening general session — as well as a variety of online-only elements, such as 2011's dental student roundtable conversation. As the video streams live, viewers will be able to ask questions of the speakers using a live chat function.

Education in the Round

Education in the Round enables attend-

ees to view live-patient procedures in a fully functional dental operator in the convention center. Each course is \$69. The 2012 lineup includes:

- Class II Resins Can Be Simple and Fast, by Gordon Christensen, DDS, MSD, PhD.
- Live Demonstration of Immediate Lower Denture Stabilization Using Mini Dental Implants, by Raymond Choi, DDS.
- Soft-Tissue Surgery for Augmentation of Keratinized Gingiva, by Jon Suzuki, DDS, PhD.

- User-Friendly Techniques for Automatic Extraction of Teeth and Socket Grafting, by Lee H. Silverstein, DDS, MS, FACD, FICD.
- Examination, Diagnosis and Treatment of the Restorative TMD Patient, by James McKee, DDS.
- Lasers in the Dental Practice — A Live-Patient Demonstration, by Charles Hoop- ingarner, DDS, David Roshkind, DMD, FAGD, MALD, and Donald Coluzzi, DDS.

Cone Beam Computed Tomography Level 1: Introductory Course

This course will provide the practitioner with a thorough knowledge of the principles behind CBCT, including CBCT image and technique selection, reducing radiation risk, understanding 3-D anatomical variations, recognizing key pathological processes, and the process of CBCT interpretation and reporting.

The course, which uses practical hands-

on demonstrations with live-fire CBCT units, is presented by the American Academy of Oral and Maxillofacial Radiology (AAOMR). The course is offered on Oct. 18, 19 or 20 (Thursday, Friday or Saturday). A ticket is \$750.

Hands-on cadaver workshops

Offered at the University of the Pacific, Arthur A. Dugoni School of Dentistry, the ADA Annual Session's hands-on cadaver workshops offer seven unique workshop opportunities.

Six three-hour courses and one six-hour course are available. Take note that shuttle time will be required before and after each course.

Course ticket prices vary.

Hands-on cadaver workshops include:

- Biopsy Techniques for the General Practitioner.
- Crown Lengthening Workshop.
- Local Anesthesia Human Cadaver Dissection Workshop.
- Cadaver Dissection of the TMJ and Associated Structures.
- Socket Grafting and Regenerating Bone Using Allograft.
- Mini Dental Implants in 2012.
- Anatomy of the Masticatory System: Clinical Application and Dissection.

Lots of options for new dentists

If you graduated from dental school less than 10 years ago, there are a number of annual session offerings you might find of special interest and several meeting benefits worth noting:

- Access to more than half of the lecture courses is included free with the cost of overall registration.
- The meeting is Thursday, Friday and Saturday and a half-day Sunday (morning) to lessen the impact created by your being away from your dental practice.
- There are more than 280 clinical and practice management courses to choose from, including a "New Dentist Track" presented in partnership with the ADA New Dentist Committee. Courses include The Psychology of Pediatric Dentistry (5106); Diagnosis-Based Pain and Infection Management (5115); Full-Arch Implant Restorations (5117); The Top 20 Game Changers of 2012 (6302); Advanced Social Media Marketing Strategies (course 6335); Dental Implant Restorative Workshop (course 7209); New Dentist Fast Track (course 7303); and Perinatal Oral Health and Dental Practice (7341).

• You can save time and money by doing all of your product research in one place: the expansive exhibit hall.

• The New Dentist Reception sponsored by Wells Fargo Practice Finance is an effective way for new dentists and students to network with colleagues, while also enjoying a casual gathering place.

Last year's reception drew a standing-room-only crowd. This year's reception is Friday, Oct. 19 (5:30–7 p.m.) at ROE Restaurant, considered by many to be San Francisco's premier boutique nightclub and lounge destination, and it's located just a half-block from Moscone Center. Tickets are \$15 each (limit two per person) and include light fare and two beverage tickets per person.

• For new dentists in California, the Annual Session offers the two state-required courses each day of the meeting: the California Dental Practice Act and Dental Board of California Infection Control.

(Source: American Dental Association)

AD

Learn how Occlusion and Aesthetics Go Hand in Hand

Core 1

Advanced Functional Restorative Dentistry
The Power of Physiologic Based Occlusion

CORE I is an exciting three-day hands-on course that is designed to show you how to evaluate which cases to treat and how to gain treatment acceptance from your patients using advanced restorative dentistry. This program is designed to increase the level of comprehensive care and enhance the lives of your patients, excite your team and increase the fun and passion you have at work!

Scan codes for a complete list of IVI Courses

ADA CERP Continuing Education Recognition Program

Academy of General Dentistry Approved PACE Program Provider FAGD/MAGD Credit 11/1/10 to 12/31/13

www.lviglobal.com
OR 888.584.3237 FOR INFO

DO YOU HAVE A **PLAN TO RETIRE** YOUR DENTAL TOOLS?

Learn How to **CREATE**
YOUR EXIT STRATEGY
from Dentistry that will allow you
to Live the Lifestyle You Want and be
FINANCIALLY FREE
When You Retire!

**FREE 2-PART EXIT STRATEGY
CRASH COURSE ON CD** ➔



1 GO TO:
www.FreeMyPractice.com -OR-



2 FAX TO:
(866) 651-6445
Fill out the form below and fax back.

FILL OUT THIS FORM & FAX BACK

Doctor's Name _____

Office Address _____

City _____ State _____ Zip _____

Office Phone _____ Doctor Email _____

*All fields required. We will send a shipment confirmation to your email once your order has been received. By submitting your information, you are agreeing to have a recorded Mystery Call of your office included in this package.

Get hands-on with microscopic dentistry

Every dental sector represented: Register at www.microscopedentistry.com for Academy of Microscope Enhanced Dentistry meeting, Nov. 16–17

Whether you're a microscope user or not, the Academy of Microscope Enhanced Dentistry 11th Annual Meeting and Scientific Session promises to open your eyes to new possibilities.

Registration for the Nov. 16-17 event is available through the academy's website, www.microscopedentistry.com.

You don't need to be experienced in microscope-enhanced dentistry to attend and benefit from the session's programs. Non-members and those who have never worked with a microscope are encouraged to attend to learn why microscopic dentistry is gaining so many advocates.

"Micro Vision: On the Cusp of Science & Precision," is on a Friday and Saturday at the Hotel Del Coronado in San Diego. This year's meeting represents a return to a live, onsite format, following the academy's virtual-only meeting last year. However, the virtual option continues, too, with live online streaming video available as an alternative strategy to access the meeting. Some of the sessions will air live online from California. And sessions will be recorded for archived availability online. This gives onsite attendees the op-

portunity to view a session they may have missed or review sessions they were able to attend. Access to the recorded sessions is included as part of your registration. Copyright law restricts some of the sessions from being available online.

The scientific session features general sessions, vignettes, panel discussions/Q&As and hands-on courses with top clinicians and leaders sharing the latest science and techniques.

All major sectors of dentistry are represented: restorative, endodontics, periodontics and implants.

The hands-on courses give attendees the opportunity to test-drive different microscopes while learning new procedures covering every dental specialty sector. Among the offerings:

Endodontic Course

- Foundational Protocols & Secrets for True Endodontic Success: A Hands-On Experience, with Paul Anstey, BChD.

Restorative courses

- Micro-Aesthetics I: The Art of Composites, with Jose Moura, DDS.



The Hotel Del Coronado, in San Diego, hosts 'Micro Vision: On the Cusp of Science & Precision,' Nov. 16-17 (Friday and Saturday). Photo/Provided by Hotel Del Coronado

- Micro-Aesthetics II: The Art of Microlaminates: How to Master Ideal Preparation, with Claudia Cia Worschech, DDS, PhD.

Periodontic Courses

- Microsurgery I: The Principles of Suturing, with David Cross, DDS.
- Microsurgery II: Connective Tissue Grafting, with Scott Kissel, DMD.

Implant Courses

- Implant Microsurgery I: From Planning to Extraction to Placement, with Adriana McGregor, DDS.

- Implant Microsurgery II: Sinus Elevation, with Adriana McGregor, DDS.

Auxiliary Course:

- Maximizing the use of Magnification for All: Assistants and Hygienist, with Arvie Malik, RDH, and Karen Nester, DA.

Contact the Academy of Microscope Enhanced Dentistry at (260) 249-1028 (ET) or admin@microscopedentistry.com. Learn more at www.microscopedentistry.com.

(Source: AMED)

AD



Excel Studios
"We Know Smiles"

We've Gone Mobile
iPad | iPhone | Android
Compatible



ATLANTIS™
BY DENTSPLY IMPLANTS



**Feeling KO'd by
High Implant Prices?**

Ti. \$449*
COMPLETE

Zr. \$549*
COMPLETE

*Authentic ATLANTIS Patient-specific Abutment, Implant Screw, Seating Jig & Soft Tissue
Choice of Crown:
Layered Zirconia | Emax® | Z-Tek Solid Zr. | Noble PFM

1.800.981.9008 | WEKNOWSMILES.COM

Call Today



Join the Growing Number of Dental Practices



Embracing the Best Injection Technology



Now, you can have peace of mind knowing that the WAND® "All Injection Technology" will:

- ▶ Reduce patient chair time
- ▶ Increase patient referrals
- ▶ Increase production

THE WAND® "ALL INJECTION SYSTEM"

MILESTONE  **SCIENTIFIC**

WATCH US!!! IT ONLY TAKES 2 MINUTES!!!
STOP AT OUR BOOTH FOR A DEMO & RECEIVE A FREE BAG & STARBUCKS GIFT CARD.