

			<b>LAB TRIBUNE</b> The World's Dental Lab Newspaper · U.S. Edition
<b>Better endo</b> Some tips that might encourage you to perform more root canal fillings. <a href="#">▶ page 5A</a>	<b>Eco-Dentistry Association</b> The State of Green Business Forums invited the EDA to present around the nation. <a href="#">▶ page 12A</a>	<b>Annual awards</b> NADL honors laboratory experts, educators and suppliers. <a href="#">▶ page 1B</a>	

## Kids in Africa get a healthy smile

Mercy Ships, a global charity, is putting an international twist on bringing smiles to kids. Give Kids a Smile® Day, observed the first Friday in February by the American Dental Association, is a day when dentists in the United States offer free oral care to children of low-income families.

This year, an estimated 39,000 kids in the United States will receive free services.

Mercy Ships operates the world's largest non-governmental hospital ship, serving the poor in West Africa.

The programs offered when Mercy Ships serves a nation range from life-changing surgeries to physician training.

Mercy Ships also operates a dental clinic that provides dental work for individuals free of charge.

In essence, the dental team celebrates "Bring Kids a Smile Day" every day. In 2010, the Mercy Ships dental team performed approximately 15,000 procedures on 8,000 patients.

Men, women and children come each day to the clinic. Not only do the patients receive dental treatment, but they also receive instruction about dental hygiene while they wait for their turn to see a professional dentist.

In addition to treating children in the dental clinic, Mercy Ships dental hygienists, such as Donna



A young West African boy demonstrates to his classmates how to brush teeth correctly. (Photo/Provided by Mercy Ships)

Bartholomew of Elk Grove, Calif., take time to visit schools and teach kids how to take care of their teeth.

During a recent field service in Togo, West Africa, Bartholomew spoke to a classroom full of kids at an elementary school. Many of them had never brushed their teeth or ever owned a toothbrush.

Bartholomew warned the children, "Bad health will lead to cavities; holes in your teeth that will pain you."

She then showed them how to brush correctly, asking one of the students to demonstrate in front of the class. At the end of the pre-

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## Going 'dental' Chicago style



If you are blowing into the Windy City for the mid-winter meeting, we've got some info that might help you plan your time while you are there. (Photo/Provided by the City of Chicago/GRC)

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## National Children's Dental Health Month in February

Each February, the American Dental Association (ADA) sponsors National Children's Dental Health Month (NCDHM) to raise awareness about the importance of oral health. NCDHM's messages and materials have reached millions of people in communities across the country. Developing good habits at an early age and scheduling regular dental visits helps children get a good start on a lifetime of healthy teeth and gums.

The ADA has free resources on its website that can help dentists with oral health presentations and ideas for the classroom, as well as color-

ing and activity sheets that can be used as handouts. The ADA also has booklets, videos and other materials available for purchase through the ADA Catalog.

The 2011 NCDHM campaign features a two-sided, poster with the McGrinn Twins, Flossy and Buck, along with their new best friends and next door neighbors, Den and Gen Smiley, reminding children: "A Healthy Smile? It's Easy to Find! Remember to brush & floss every day!"

On the opposite side, pre-teens/

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AD

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(Above) Mercy Ships crew member Donna Bartholomew holds up a poster educating West African children on the importance of dental hygiene.



(Right) In Togo, West Africa, dental hygienist Donn Bartholomew speaks to a classroom full of kids at an elementary school. Many of them had never brushed their teeth or even owned a toothbrush. At the end of the presentation on how to take care of their teeth, each child received a red toothbrush.

servation, every child received a bright red toothbrush.

Mercy Ships Chief Dental Officer Dag Tvedt of Norway believes that children in developing countries are more tolerant to pain in a dentist's chair compared to children in the developed world. He has provided dental treatment for thousands of children in West Africa.

Most people would not think that kids would get a smile while being in a dentist's chair. Sometimes, however, the treatment they receive alleviates their pain.

Tvedt is a vital part of the Mercy Ships dental team, and he encourages prevention through dental hygiene instruction in the region

served by Mercy Ships.

Due to the lack of trained dentists in West African countries, people who live in this region typically do not have any knowledge of dental hygiene.

Dental education at a young age will help decrease dental problems in the future. The Mercy Ships dental team performs extractions of teeth every day.

The team hopes that through prevention, the amount of extractions will decrease. Correct hygiene can prevent extractions and painful procedures down the road.

You may watch a short video where Mercy Ships Chief Dental

Officer Dag Tvedt of Norway discusses the dental team's work with children at, [www.youtube.com/watch?v=OFsYOC4UWJY](http://www.youtube.com/watch?v=OFsYOC4UWJY).

The spirit of Give Kids a Smile Day is to remember those children who cannot afford yearly dental checkups. Mercy Ships believes kids deserve a smile everyday.

The dental care provided by Mercy Ships meets a critical need in the developing countries of West Africa and gives many children a bright and beautiful smile

#### About Give Kids A Smile Day

Each year on the first Friday in February, thousands of U.S. dentists and their dental team members provide free oral health care services to children from low-income families across the country.

The American Dental Association's Give Kids A Smile program enhances the oral health of large numbers of needy children.

Give Kids A Smile activities also highlight for policy-makers the ongoing challenges that low-income families face in finding dental care.


#### About Mercy Ships

Mercy Ships uses hospital ships to deliver free, world-class health care services to those without access in the developing world.

Founded in 1978 by Don and Deyon Stephens, Mercy Ships has worked in more than 70 countries providing services valued at more than \$808 million, impacting more than 2.5 million direct beneficiaries.

Each year Mercy Ships has more than 1,200 volunteers from more than 40 nations.

Professionals — including surgeons, dentists, nurses, health care trainers, teachers, cooks, seamen, engineers and agriculturalists — donate their time and skills to the effort.

Mercy Ships seeks to become the face of love in action, bringing hope and healing to the poor. For more information, visit [www.mercyships.org](http://www.mercyships.org). 

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# Cool stuff for your practice

*Marketing expert shows dentists how to put their message on the big screen*

By Fred Michmershuizen, Online Editor

It all started when Chip Rich, the creative director at a New York advertising agency, was asked by his brother-in-law to create an ad campaign for his dental practice.

After thinking about matters for a while, Rich realized that since dentists help people smile, an ad for a dental office should too. So he put his creative talents to use and came up with a humorous commercial to be played on the big screen before Hollywood movies.

Because the standard of quality was too expensive for an individual dentist to pay for, Rich decided to pay for it himself and license the usage rights to other dentists. The result is a campaign that has the production quality of a national commercial or movie, but available for a fraction of the cost.

“What sets this campaign apart is that it has a smart and fun creative concept that makes it easy to like the message, remember the

dentist or practice name and feel a connection to the dentist,” said Rich, who named his new company, appropriately enough, Rich and Brilliant.

In the advertising campaign that runs before the feature film in local movie theaters, individual dental practices present a series of mini-movies with dramatic titles such as “A Brush With Horror,” “A Brush With Greatness” and “A Brush With Romance.” Each mini-movie consists of a character from each genre simply brushing his or her teeth. The spots are tagged with the dentist’s contact information and website address.

“The audience has an incentive to visit the practice’s website for a chance to see more commercials and learn more,” Rich said. “This ‘viral marketing’ component brings the advertising campaign off the movie screens and into the homes and mobile devices of our target audience, allowing them to share the fun messages with their



*This professionally produced movie theater ad and the one shown on page 4, are available to dentists nationwide. (Photos/Rich and Brilliant)*

social network.”

Once they visit the dentist’s website, visitors can view all nine customized spots, which also include “A Brush With Adventure,” “A Brush With Fortune,” “A Brush With Crime,” “A Brush With The

Law,” “A Brush With Nature” and “A Brush With Royalty.”

Rich and Brilliant also offers sheets of micro-perforated direct mailers featuring characters from

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AD

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# 10 reasons to visit the International Dental Show

On March 22, a major event will commence: the International Dental Show (IDS) in Cologne, Germany. This world fair for dentistry will offer the dental world five days of exploration among the largest selection of dental products assembled in one location.

More than 100,000 trade visitors from approximately 140 countries create a dental forum that is unparalleled by any other dental exhibition. There are several good reasons to visit the IDS, but here are just 10 for you to consider.

## No. 1: Broad trade fair range

The world's largest collection of dental innovations is held in a space equivalent to more than 10 football fields. Here dental medicine, dental technology and many other disciplines are "concentrated" in a unique way.

## No. 2: 1,900 exhibitors from about 60 nations

Instead of travelling all over the world to visit the leading manufacturers, all



A scene from one of the many IDS exhibit halls. (Photo/Provided by Koelnmesse)

you need is one trip to Cologne to gain access to the 1,900 exhibitors in attendance during the IDS.

## No. 3: The dentistry of tomorrow

All the innovations in the international dental sector are shown during the IDS, and this includes some world premieres as well. Indeed, the very trends for the dentistry of tomorrow are established.

## No. 4: First-hand information

The most current information is available in the areas of dental medicine, diagnostics, digital workflow, CAD/CAM systems and external services. There is also plenty for dental specialists and their staff, from practical applications and laboratories to industry, trade and media.

## No. 5: Demonstrations

Live demonstrations of the latest technology include instruments, appliance and equipment systems, digital technology, CAD/CAM applications in prosthetics and implantology and "live" operations on patients. There is such a wide range of demonstrations that every staff member will likely find something of interest to watch.

## No. 6: Communication forum

Attendees include international specialists, experts, dentists and dental technicians along with specialists from the dental industry, which means you can get in personal contact with each other without having to cross additional national and international borders.

## No. 7: International networking

When the international dental community convenes at IDS, it offers networking on a global scale. No other dental event allows you to cultivate contacts with clients, suppliers and business partners, as well as acquire new customers from all over the world, such as you can during the IDS.

## No. 8: Business contacts

The manufacturing companies' executives and specialist dealers are present in Cologne in order to meet with business contacts and maintain or cultivate new international sales and marketing partnerships.

## No. 9: Unique setting

Cologne offers a unique setting and ambience. The proximity of the IDS to the Rhine and the historic Old Town offers many opportunities for a successful evening after a day at the exhibition.

## No. 10: Cosmopolitan atmosphere

There is no other alternative quite like the atmosphere of the world's leading global dental fair.

The IDS brings together a genuinely cosmopolitan gathering of trade visitors.

An attendee from Vancouver, Canada, had this to say about the IDS: "a dental fair second to none, the IDS is absolutely unique!" The IDS takes place in Cologne every two years and is organized by the GFDI (Gesellschaft zur Förderung der Dental-Industrie GmbH), the commercial enterprise of the Association of German Dental Manufacturers (VDDI), and staged by Koelnmesse GmbH, Cologne. [DT](#)



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the campaign that individual practices can run through the laser printer at their offices with any messages they want to promote.

It all adds up to a fully integrated campaign that will definitely get talked about, according to Rich.

"We've gotten really great feedback," Rich said. "The movie theaters say the kids love the spots and talk about them at the candy counter, which is pretty impressive considering the ads are up against blockbuster movie trailers."

All nine versions of the dental ad can be viewed at [www.richandbrilliant.com](http://www.richandbrilliant.com). [DT](#)

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teens are excited to discover "Healthy Smiles Look Good Up Close" with general oral health messages.

The NCDHM Program Planning Guide offers program coordinators, dental societies, teachers and parents resources to promote the benefits of good oral health to children. The guide includes easy-to-do activities, program planning timetable tips and much more.

Posters are available in English and Spanish. They can be used on billboards, in offices, classrooms, etc.

There are many ways for dentists to publicize oral health messages, events and activities. The ADA is offering the following ideas that can help get messages placed:

- Develop a list of the local newspapers, radio and television stations. Many libraries have media directories (such as Bacon's), which include addresses, phone numbers, names of editors or producers, and circulation or broadcast information.

- The local phone directory is a good resource for locating news outlets. Don't forget community news or "free" papers, which often feature community events.

- Press releases are bulletins that provide general information about a specific topic (sealants, mouth guards, early childhood caries, etc.) or an upcoming event, such as a dental health screening.

- News articles should be typed, double-spaced, on organization letterhead or sent by e-mail. [DT](#)

(Source: American Dental Association)

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# Smarter, better, quicker endodontics

*No more separated files and 95 percent successful treatment*

By L. Emery Karst, DDS

There are at least three things that should interest and encourage a general dentist to perform more root canal fillings. The first is to reduce the time it takes by 50 percent or more, which makes this procedure the most productive and the one with the lowest overhead. Secondly, no more separated files; and the third is a successful outcome with no symptoms or periapical radiolucency for at least five years from the date of treatment.

Reducing the time by at least 50 percent is entirely possible. However, one must understand how to use hand and rotary files efficiently and safely and know when to refer. Hand files are used to negotiate to the apex. If it takes more than a minute or two to get to the apex, you should have referred the case. Check your radiographs and make the difficult decision whether to send the patient to an endodontist or not. However, in most cases, it is easy to get to the apex in a few seconds.

Next, rotary files are used to do the rest of the reaming. Rotary files that are #25 with a .06 taper are recommended to do most of the reaming (Fig. 1). This file will ream the major portion of one canal to the apex in about 30 seconds. Only the apical 5 mm will need to be reamed wider, and that is done with larger rotary NiTi .02 taper files (Fig. 2).

A cordless reversible endo handpiece (Figs. 3, 4) is essential to preclude file separation as it can be set at the correct rpm and also can be set to provide only so much torque before it reverses. Since using these files and the endo handpiece, I have had no separated files in more than three years.

This protocol has resulted in the cleanest apical 5 mm of any method. It has also resulted in the least post-operative sensitivity of any method, where 50 percent of patients leave the office with no pain ever again and the other 50 percent have only a little tenderness for a day or two.

There are a number of prominent endodontic clinicians such as John Schoeffel, DDS, MMS; Martin Trope, BDS, DMD; E. Steve Senia, DDS, MS; Syngcuk Kim, DDS, PhD, MD; and William Wildey, DDS, who have stated that the cleaning and sterilization of the apical third of the root canal is the most critical step for a successful endodontic outcome.

Success depends on these factors. The first is the removal of all the organic and other debris all the way to the apex. The use of rotary files can accomplish this 100 percent of the time if done in the correct fashion. The rotation draws everything away from the apex. Next, most canals are oval, and making a completely round canal in the apical

5 mm is imperative.

To create a round canal, the canal needs to be filed at least to a #45 (.02 taper) or larger. There should be at least one file used that is larger than the one that engages the walls of the canal at least 2.5 mm from the apex. Because obturators all come in a round configuration, voids might occur if the canal is not round and if the sealer does not fill in the void. In addition, debris is likely left behind in a canal that is not round.

Because there may be remnants of

organic materials (which is unlikely in a round canal) and bacteria left in the canal, sodium hypochlorite is necessary to dissolve these and to sterilize the canal.

This takes no more than one minute and then the tapered green plastic broach (Fig. 5), which is made by the Hygienic Corporation and found at Patterson Dental, is slowly rotated to the apex to remove any dissolved organic tissue. EDTA is then used in a similar fashion to remove the smear layer.

Obturation, done correctly, is essential to a complete and successful root canal treatment. According to a peer-reviewed publication written by Corneli H. Pameijer, DMD, DSc, PhD; Frederic Barnett, DMD; Osvaldo Zmemer, DDS; and Benjamin Schein, DDS, MS: lateral condensation provides the best seal of any method of obturation.

The standard lateral condensation technique, however, involves using a spreader many times over and then placing gutta-percha points into the

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holes created by the spreader. Even though it is reported to be the best seal, there have to be some holes that are not completely filled. In addition, this procedure places a lot of pressure laterally and could crack the root.


A modified lateral condensation technique will provide a far better seal than this. Sealer is always used in this process. Because of the nature of the aforementioned reaming process, the apical 5 mm of a cleaned and shaped canal will have a completely round tapered canal. There is a 5 mm long, .02 taper gutta-percha point that is attached to a removable metal shaft (Fig. 6).

When this plug (one size larger than the last file used) is pushed to the apex, it produces moderate lateral pressure and the best seal possible.

If the tip of the plug doesn't quite reach the apex, place a #55 .02 taper NiTi file into a handpiece (not rotating) and push the plug to the apex. This process entombs any possible bacteria that may be in the dentinal tubules.

The success rate of this procedure over a five-year period is about 95 percent. This means the tooth is asymptomatic and the radiograph shows no lesion at the apex.

In a classic study of 55 single-rooted teeth done by Sjögren et al., using a similar protocol, complete periapical healing occurred in 94 percent of cases that yielded a negative culture.

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*Note: Dr. Karst has received no commercial endorsements in connection to this article.*



Fig. 1



Fig. 3

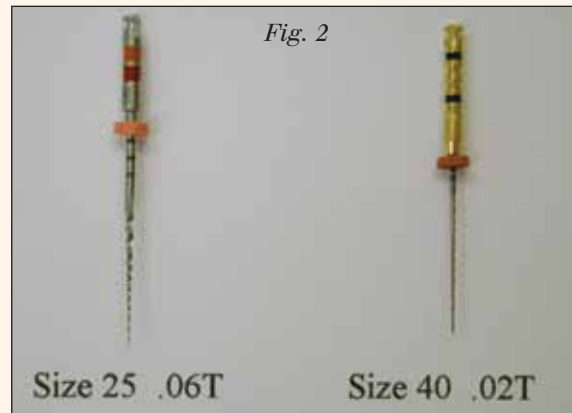


Fig. 2



Fig. 4



Fig. 5



Fig. 6

About the author



Dr. L. Emery Karst, a graduate of Loma Linda University School of Dentistry, has practiced the art of cosmetic dentistry for more than 20 years. Although he enjoys cosmetic dentistry the most, he also enjoys engaging in endodontics, implants, crown and bridge and other techniques. His articles on endodontics and cosmetic techniques have been published in "Dentistry Today." In addition, he lectured on endodontics at the Oregon State Dental Convention in 2010.

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# 146th Midwinter Meeting in Chicago

The Chicago Dental Society's 146th Midwinter Meeting will be held Feb. 24-26 (Thursday through Saturday) at McCormick Place West in Chicago. The theme for the 2011 event is "Great Expectations: A Dental Continuum."

The Midwinter Meeting is among

the top three dental meetings in the United States and one of the top 10 conventions in Chicago. In 2010, the Midwinter Meeting drew more than 31,000 attendees, including nearly 7,000 dentists.

"Each of the 145 Midwinter Meetings preceding the coming 146th

Midwinter Meeting shared one great expectation — the advancement of the art and science of dentistry," said Ian Elliott, DDS, president of the Chicago Dental Society, organizer of the meeting, in a letter to attendees. "I promise you the 146th will add to the dental continuum of outstanding

Midwinter Meetings that made the Chicago Dental Society the respected leader in scientific meetings."

Dr. Terri Tiersky, general chair, Michael Durbin, program chair, and Al Kleszynski, CDS director of scientific programs, have amassed a scientific program that will address every aspect of the practice of dentistry, Elliott said.

In all, there will be 115 speakers, more than 220 lectures and 40 hands-on participation courses. Approximately 60 percent of the courses are free, and there will be courses for all disciplines and specialties of the profession.

## Continuing education

As the respected leader in scientific dental meetings, the Chicago Dental Society offers an array of courses at its Midwinter Meeting designed to meet the continuing education needs of all members of the dental team and enhance the art and science of dentistry.

The Chicago Dental Society is an ADA CERP recognized provider. As such, specific continuing education (C.E.) credit may be awarded for courses presented. C.E. certification stations are located in general registration. The CDS will also have generic forms for documenting course accreditation on counters throughout the general registration area.

The State of Illinois has instituted mandatory continuing education requirements for dentists and dental hygienists. Illinois dentists are required to obtain 48 C.E. hours in a three-year period. The current cycle ends in September 2012.

Illinois hygienists are required to obtain 36 C.E. hours in a three-year period and CPR certification in the year of licensure. To verify attendance and obtain C.E. credits, attendees must record the code number announced at the end of each session on the appropriate form. It is the responsibility of the individual to obtain this code, complete the form and retain all C.E. documentation.

Since 2004, all courses, including F courses, are ticketed. Only your registration badge is required to obtain a ticket at the door for admittance to F courses. Those who request tickets to F courses during pre-registration will be seated first if they arrive before the published start time of the course.


Those without tickets will be seated according to available space. When the room is filled, no more people will be admitted because of

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LVI Global is an ADA CERP Recognized Provider. ADA CERP is a service of the American Dental Association to assist dental professionals in identifying quality providers of continuing dental education. ADA CERP does not approve or endorse individual courses or instructors, nor does it imply acceptance of credit hours by boards of dentistry. LVI Global designates this activity for 11 continuing education credits.



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fire department regulations. If you have not pre-registered for an F course, please be prepared to select an alternate session to attend.

Hands-on participation courses provide opportunities to handle and manipulate materials, equipment and instruments, and to practice techniques under the supervision of an expert clinician. Participation courses are scheduled for full- or half-day sessions. Some participation courses have a mandatory lecture as part of the presentation (these courses are marked in informational materials with an "M").

Seats are reserved for those taking the mandatory participation courses; however, as a service to the membership, the remaining seats may be offered without charge or with a ticketed fee. Room capacity is limited and seats are available on a first-come, first-seated basis.

Registration fees vary with each course, depending on the supplies that are necessary, the capacity of the room and the ability of the instructor to give close attention and supervision to the registrants.

There is a \$15 surcharge for participation courses purchased on site. Some courses require the participant to bring instruments or materials from the office. Please check schedules and tickets carefully for such information.

**Exhibit hall**

Nearly 600 exhibiting companies will participate in the meeting, creating one of the largest exhibits of dental products and manufacturers in North America. The exhibit hall is the place for oral health professionals to see the latest products and services that will aid them each and every day in providing the care their patients deserve.

Products and services will be on display from Thursday through Saturday in the West Building, Level 3, Hall F. The hours of the exhibition are 9 a.m. to 5:30 p.m. each day. Exhibit-only passes are available to ADA dentists, international dentists and non-ADA dentists who wish to visit the exhibit hall only. The pass is only sold on site at McCormick Place. Certain rules apply.

**Special events**

On Thursday, the opening session starts with a reception from 4:30 to 5:30 p.m., featuring refreshments, followed by the awards program and a performance by comedian John Pinette.

Pinette has been entertaining audiences around the world in a variety of ways for more than 20 years, but it is making people laugh that Pinette enjoys most of all.

When asked to describe his stand-up, Pinette said, "I talk about my life; it is the funniest thing I can think of. For some reason, people enjoy seeing me lose my cherub-like demeanor."

Tickets for the opening session and reception may be purchased on site Thursday morning at McCormick Place West at the special events

ticket counter in the registration area, Level 3, Concourse, subject to availability.

More good times will come on Friday, starting with "A Touch of Glamour," the annual fashion show and luncheon at noon at the Hilton & Towers in the Grand Ballroom. ZZAZZ Productions promises a look into the latest in fashion featuring a variety of clothing from a number of Chicago's stores.

Also on Friday, an evening of entertainment will be offered beginning at 8 p.m. at the Park West featuring Dennis DeYoung, a founding member of the famous Chicago rock group Styx.

For more than four decades, De-

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