YANKEE PREVIEW EDITION

DENTAL TRIBUNE

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

JANUARY 2011 www.dental-tribune.com VOL. 6, NO. 1

Swirling the drain?
Grab hold of your systems to start the year off on the right foot.
▶ page 4A

IMPLANT TRIBUNE
The World's Implant Newspaper · U.S. Edition

Learn with the ICOI
Implant organization offers a wide variety of international events.
▶ page 1B

LAB TRIBUNE
The World's Dental Lab Newspaper · U.S. Edition

Las Vegas event
NADL offers a way to experience a breakthrough.
▶page 1C

DVI celebrates 30th anniversary

By Fred Michmershuizen, Online Editor

Dental Volunteers of Israel (DVI), an organization that provides oral health-care services to the children of Jerusalem regardless of background, celebrated its 30th anniversary during the recent Greater New York Dental Meeting with a gala celebration at the Museum of Jewish Heritage in Lower Manhattan.

Dr. Nedal Alayyan was named DVI Volunteer of the Year. During his remarks, Alayyan recounted his experience as a child growing up in Jerusalem and being treated at the DVI clinic. Inspired by that early experience, Alayyan became a dentist himself and now gives back to today's children of Jerusalem through DVI.

Stanley M. Bergman, chairman and CEO of Henry Schein, delivered the evening's keynote address. In remembering the late Trudi Birger, founder of DVI, Bergman said, "Trudi was a humanitarian, a visionary and an entrepreneur. She realized that a healthy smile enables a child to eat, sleep, study and grow up without the distraction of pain associated with poor oral health."

Since its founding in 1980, DVI has been providing free dental care to Jerusalem's most underprivileged children. At the state-of-the-art Trudi Birger Dental Clinic, children of all faiths referred by the Department of Social Welfare are treated by dentists from around the world.

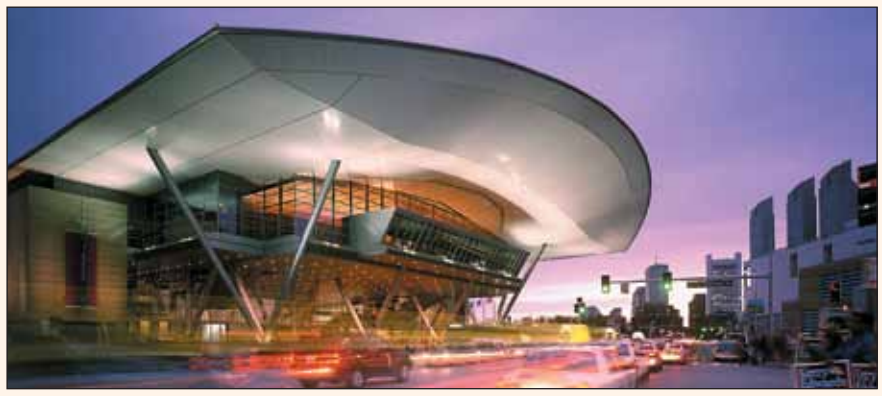
Dr. Mike Feldman, left, Dr. Mike Alfano and Dental Tribune Editor in Chief Dr. David L. Hoexter at the 30th anniversary celebration of Dental Volunteers of Israel. (Photo/Fred Michmershuizen)

Volunteering services range from routine to complex dental procedures. DVI also runs a comprehensive preventative dental care program to help young patients develop good, long-term oral health habits.

This worldwide work is made possible not only by the dentists who come to Israel and donate their time and expertise, but also by businesses and individuals who donate supplies, equipment and financial resources for DVI's operating budget.

DVI treats thousands of these children each month at the clinic, yet there are still thousands more who need help. There is no other organization that provides comprehensive free dental care and education to disadvantaged children in Israel. DT

Yankee Dental Congress 36



Start the year off right with the New England dental profession at its annual meeting, set to take place Jan. 26–30. (Photo/Provided by the Boston Convention and Exhibition Center)

→ See Pages 7A, 8A

Mission to Nicaragua

By Fred Michmershuizen, Online Editor

International Medical Alliance (IMA), a non-profit group based in Rancho Mirage, Calif., is seeking two registered dental assistants for an upcoming medical mission.

The IMA has already assembled a team of more than 60 doctors, nurses, dentists and support personnel who have agreed to volunteer their time and talents on a 10-day medical mission to Esteli, Nicaragua, Aug. 4 to 14.

In addition to volunteering their time and talents, the volunteers in the IMA's Nicaragua mission will be expected to pay for their own airfare. Room and board will be provided by the Nicaraguan government.

The IMA is a non-profit organization that recruits doctors from every medical discipline to volunteer their time and talents to make a positive difference in the lives of children and adults with limited economic means, both in the United States and overseas.

More information about the IMA's efforts is available from Ines Allen at (760) 485-8963 or at *www.internationalmedicalalliance.org.* DT

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Communication ...

Understanding learning styles is key to working with others

By Dennis J. Tartakow, DMD, MEd, EdD PhD, Editor in Chief Ortho Tribune

Learning how to communicate with one another is the first step in all relationships. All educational programs must adhere to basic principles of learning in order to enhance a student's educational experience.

It is important for educators and administrators to understand and recognize that not all students use the same learning modalities.

For the clinician, it may be helpful for each one of us to recognize which modality of learning serves us best.

Seven learning styles

First, and foremost, be aware that there is a minimum of seven recognized styles of learning for all individuals.

In "Frames of Mind: The Theory of Multiple Intelligences" (1993), Dr. Howard Gardner, a respected authority on higher education and learning, established another way of grouping learning styles, suggesting that there are at least seven modalities or intelligences linking our individual styles.

While Gardner's work encourages the consideration of new and creative ways to educate students, a solid grasp of core modalities apply immediately to everything we do.

Adult learners typically rely on learning modalities that process information at an unconscious level, but the adult may be consciously aware of which modes he or she prefers.

Most learners retain a dominant and an auxiliary learning modality, and access information through all the senses, but generally favor one.

We process by visual-sight, auditory-sound, kinesthetic-moving and tactile-touch.

Gardner suggested the following basic learning styles:

1. *Verbal and linguistic:* Sensitive to the meaning and order of words.
2. *Musical:* Sensitive to pitch, melody, rhythm and tone.
3. *Logical and mathematic:* Able to handle reasoning and recognize patterns and order.
4. *Spatial:* Perceives the world accurately and tries to recreate or transform an aspect of that world.
5. *Bodily and kinesthetic:* Able to use the body skillfully and handle objects adroitly.
6. *Interpersonal:* Understands people and relationships.
7. *Intrapersonal:* Possesses access to one's emotional life as a method to understand oneself and others.

Second, develop better communication skills and lines with other service providing individuals, i.e., fellow dentists, physicians, attorneys as well as a patient's nuclear family.

Third, gain a better understanding of behavior and interactions between individuals from different cultures.

Fourth, extend respect, compassion, empathy and concern for the needs of others.

Fifth, create an environment to develop greater leadership skills.

Sixth, and last, be considerate of the social justice and human rights afforded to all individuals.

Useful changes in behavior

Learning may be defined as useful changes in behavior by reflecting upon past experience. The past leaves much to reflect upon when contemplating the future.

Today's answers will lead to tomorrow's questions. "Tell me and I forget. Show me and I remember. Involve me and I understand," says one Chinese proverb (source unknown). Hindsight so often provides an individual with an unequivocal opportunity to review and reflect upon one's experiences.

According to Dr. Wayne Dyer (2004), inspiration is not reserved only for high-profile creative individuals in the arts and sciences, it is for everyone and is the force behind humanity's greatest achievements.

When the secrets to cultivating inspiration are discovered in every moment of one's life, that individual will enjoy an unimagined experience of enlightenment, abundance and extraordinary achievement in an effortless manner.

In summary, do to others as you would do to yourself. One of the most important goals for all educators is to encourage students to work on becoming more sensitive to the needs of others.

A top priority for this orthodontist has always focused on developing greater understanding of an individual's behavior when alone as well as in group interaction.

Sensitivity to the needs of others is of extreme importance and significance, and vital for all medical and dental clinicians: compassion, understanding, empathy and consideration are some of the salient and foremost attributes we all must strive to develop. DT

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Group Editor's Note: Dr. Tartakow's editorial appeared in Ortho Tribune's Nov. 2010 edition. DTUS Editor in Chief Dr. Hoexter and I thought it was an excellent way to begin the new year, and we hope it provides you with much food for thought.

AD

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IDS 2011: another record breaker for dentistry

By Daniel Zimmermann, Dental Tribune International Group Editor

Visitors of this year's International Dental Show (IDS) in Cologne, Germany, should probably schedule more time to get their hands on the latest advancements in dentistry.

After the record breaking show in 2009, the number of exhibitors has increased again due to more foreign companies showing interest in becoming a part of the world's largest dental trade fair, a representative from the organizer, Koelnmesse, told Dental Tribune.

Overall, representatives of Koelnmesse expect more than 1,800 dental companies from 56 countries to attend the exhibition. Due to the high demand, Hall 2 will be opened for companies and visitors for the first time, the representative said.

The additional requests for trade fair attendance mainly come from companies active within the fields of implant restorations and digitalization. The number of companies exhibiting CAD/CAM system, for example, has increased by more than 40 percent compared to IDS 2009.

"The great level of participation from all over the world is attributable to the fact that the International Dental Show is the leading trade fair for the entire international dental world," said Oliver P. Kuhrt, executive vice-president of Koelnmesse GmbH, when he summarized the exhibition concept.

"No other event is able to present so many innovations and trends in such a unique range, both in breadth and depth."

According to Kuhrt, online business services will enable IDS visitors and exhibitors to get in touch with each other before the start of the show in March. The product catalog will also be revamped and presented with a new layout and improved search options.

Owing to the growing popularity of mobile services, a free IDS app will be offered for iPhone, Blackberry and other mobile operating systems.

Dr. Martin Rickert, chairman of the Association of the German Dental Manufacturers, said that despite the latest increase in trade exhibitors, IDS still remains an event that brings together dentists, technicians and all other dental professionals whose first priority is to maintain and advance oral health and the quality of life of patients worldwide.

Also, research has shown that dentistry has increasing potential for the early diagnosis of oral or systematic diseases, such as diabetes or cancer.

"As manufacturers from the dental industry, we feel we are called upon here to provide dentists and dental technicians with everything that is necessary to achieve this goal," Rickert said.

The 34th International Dental Show will take place at the Cologne exhibition center in Cologne, Germany, from March 22–26.

In addition to the dental exhibition, there will be a substantial specialists program supported by manufacturers, the German Dental Association and the Association of German Dental Technicians' Guilds. Advance sales tickets are still available online on the Koelnmesse website (*www.koelnmesse.de*). DT

More than 10,000 dental professionals attended the International Dental Show in 2009. (Photo/Provided by Koelnmesse, Germany)

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Feel like you're swirling the drain?

By Sally McKenzie, CEO

I shudder when dentists say to me, "I just don't know what I would do without 'so-and-so,' she just makes this place run." Dentists who allow this to happen are setting themselves up for economic, professional and personal catastrophe.

That may sound like high drama, and it is. I've seen it happen in too many practices too many times. The last thing you want is a situation in which your professional success or failure is contingent upon the actions of one employee. Every practice must have systems in place to ensure that the business is not dependent on any one person.

Specificity is essential to success in every dental practice. The old "everyone does everything" doesn't work in today's demanding workplace. Certainly, you need cross training, backup systems and protocols so that other staff members can step in when necessary. However, individual employees need to know what is expected of them individually.

For example, let's look at patient retention. There is no industry standard for patient retention, but the dentist can and should set his/her own goal for this. The practice should begin by measuring how many patients it's losing each month. From there, you can evaluate the various systems that directly affect patient retention, such as recall, and establish realistic goals to improve them.

Collections are another example. The goal should be a 98 percent collection rate. Case acceptance should be at 85 percent; hygiene should produce 33 percent of practice production; 85 percent of emergency patients should be converted to comprehensive exam; and the schedule should have fewer than 0.5 hygiene openings per day.

Recall is commonly among the weakest systems in practices that are struggling, but unscheduled treatment typically doesn't come anywhere near passing the "effectiveness test" either.

Take advantage of practice-management system reports that are readily available, including the unscheduled treatment reports. These allow you to see who has unscheduled treatment in the files. In actuality, the unscheduled treatment report is documentation of revenues waiting to be tapped.

With this information in hand, the objective is to get patients back in the practice. This may require a paradigm shift of sorts for your scheduling coordinator because instead of being reactive, it requires that he/she be proactive.

However, don't send him/her out to line up production without a clear and specific plan of action and a well-developed script to guide him/her in talking to patients.

Please remember: this isn't the sole responsibility of the business staff. As patients return for hygiene appointments, it is essential that both the hygienist and the dentist remind them of the importance of pursuing treatment that has been diagnosed but not delivered.

In addition, take a close look at the production by provider report each month. This shows the number of each type of procedure performed over a specified period of time.

Your business assistant should run this year-to-date report every month for each dentist and hygienist, so they can determine how their production compares with the same period of time last year, as well as with production goals that have been established for this year.

According to the industry standard, 33 percent of hygiene production should be derived from periodontal therapy, specifically the 4,000 insurance codes, such as #4910 and #4341.

Moreover, take a close look at your clinical efficiency. We find that many dentists get up from their chair numerous times during patient procedures, or have their assistants leave the treatment room to retrieve items that should have been set up in the first place.

Clinical time and motion studies reveal three more reasons for production shortfalls: 1) slow treatment room turnaround; 2) underutilization of chairside assistants; and 3) poor planning for armentaria and procedural protocols.

In addition, consider new treatment services. Practices that are struggling are likely doing what they've always done, i.e., crowns, fillings and prophys year after year. Dentists who are doing interceptive perio, endodontics, veneers, bleaching and implants not only expand

→ DT page 6A

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← DT page 4A

their patient base and improve their production, but they also renew their professional enthusiasm for dentistry.

While we are all well aware of the current economic conditions, that doesn't mean that you disregard your fees and the time you spend on procedures. It's essential to calculate your production per hour (PPH) along with a PPH analysis of every procedure you offer. This is much easier to determine than many realize.

Take the amount of your fee for a specific procedure; divide that by the amount of time it takes to perform the procedure. That number is your production per minute. Now multiply the production per minute number by 60 minutes. That number is your production per hour.

Each year you should analyze comparable fees in your area and evaluate if yours are in line. Remember: you don't want to be the cheapest or the most expensive dentist in the neighborhood.

Review practice numbers every month. This allows you to spot trends — patterns that continue for three months or longer — and make adjustments. The key is to pay attention, and when you see the signs that the financial tide is turning, take action.

When production, profits and/or progress seem to have stopped or slowed, there are likely more than a few issues causing the situation, such as:

- Business staff turnover is common in the practice.
- There are no established training protocols when business staff is hired.
- No production goals, collections goals or scheduling goals have been established, or they are unclear at best.
- The practice does not use system performance measurements or it measures some systems but not all.
- The team does not know how to measure specific systems or how to evaluate the success or failure of each one.
- Job descriptions, if they exist, are unclear. Multiple staff members are "responsible" for multiple systems, so instead of accountability, there is finger pointing when things go wrong.
- Holes in the schedule and no-shows are common.
- No one follows up with patients who have unscheduled treatment.
- Unscheduled treatment is not tracked.
- The clinical team has never evaluated its clinical efficiency and does not know how to do so.
- Fees are seldom reviewed or compared to similar practices in the area.
- Services have not been expanded in some time.
- The practice has no established vision or goals.
- Practice profits are suffering and the dentist is stressed.

Each of the points above is interdependent on the next. For example, staff turnover may be a major problem because there are no clear job descriptions. Perhaps the employee is trying desperately to figure things out as he/she goes along because there are no training protocols in place.

Practice profits are suffering because there are no clear goals established for production, collections or scheduling, merely vague directives from the dentist.

If you do not have specific expectations of a particular system, you cannot communicate those expectations to your employees. It should come as no surprise then that the employee doesn't quite know what to deliver.

Once an employee has been given the necessary training and tools and understands how the expectation for a particular system fits into the practice goals, he/she can be expected to deliver accordingly on your expectations. Most importantly, your systems will be consistently working for you, not against you. DT

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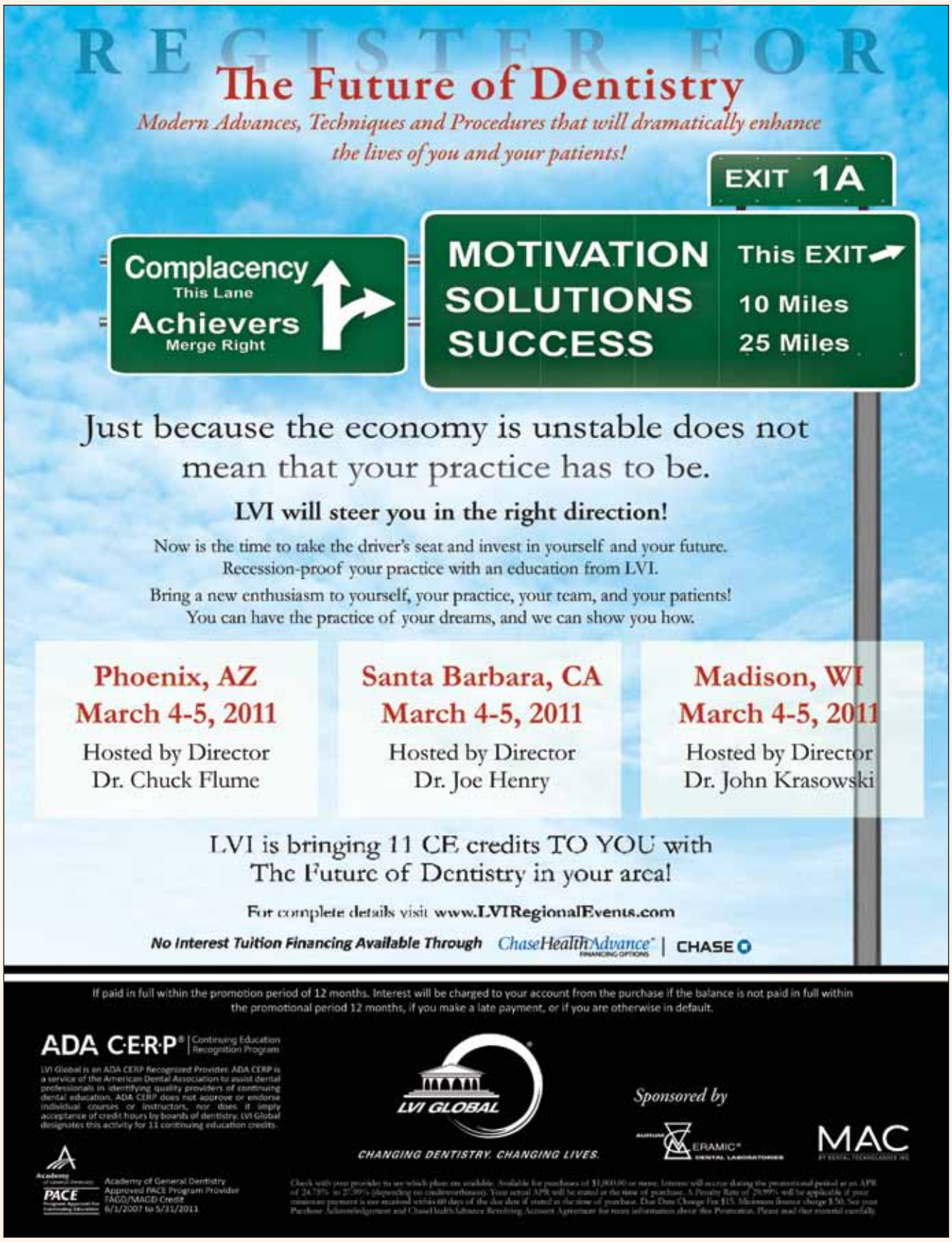

About the author

Sally McKenzie is CEO of McKenzie Management, which provides success-proven management solutions to dental practitioners nationwide. She is also editor of The Dentist's Network Newsletter at *www.the dentistsnetwork.net;* the e-Management Newsletter from *www.mckenziemgmt.com;* and The New Dentist™ magazine, *www.thenewdentist.net.* She can be reached at (877) 777-6151 or *sallymck@mckenziemgmt.com.*

Get ready for Yankee Dental Congress 36

Yankee Dental Congress 36 will be held at the Boston Convention and Exhibition Center Jan. 26 to 30, Wednesday through Sunday. The exhibit hall will be open Jan. 27–29, Thursday through Saturday.

YDC is the annual conference and exposition of the New England dental profession. The conference features advanced programming presented by leading experts in the field.

More than 26,000 dental professionals come to gather the latest information, network with colleagues, see product demonstrations, learn cutting-edge techniques and earn continuing education credits. Strong alumni attendance comes from the many area dental schools: Boston University, Harvard University, Tufts University and the University of Connecticut.

The event provides education for the entire dental team. Specialties represented at YDC include endodontics, forensics, oral pathology, oral surgery, orthodontics, pediatric dentistry, periodontics and prosthodontics.

Innovative technology, products and services are introduced on the exhibit floor. YDC completes the experience with special events where dentists can interact with peers and entertain the whole family.

New this year, preregistration is required for all no-charge courses, except High-Tech Playground, student table clinics and student lecture. Your seat will be held for 10 minutes after the start of the course. When the room is filled, no additional people will be admitted and no standing is allowed, per order of the fire marshal.

The exhibit hall will allow meeting attendees the opportunity to connect with more than 450 exhibitors and discover the latest trends and technologies. Meeting participants will be able to see product demonstrations and compare products and services.

The exhibit hall will be open Thursday and Friday from 9:30 a.m. to 5:30 p.m. and Saturday from 9:30 a.m. to 4 p.m.

Free lunch will be available on Thursday from 11:30 a.m. to 2 p.m. on the exhibit hall floor. It's become a tradition at Yankee. New this year, receive a voucher for your choice of lunch as a registered attendee.

On Friday, a beer and wine reception will be held on the exhibit floor from 3:30 to 5:30 p.m.

Also available in the exhibit hall will be a networking lounge, a retreat for all to relax, meet with fellow attendees and catch up on the day's events. Complimentary refreshments will be served at various times throughout the three days.

A number of special events will be held during the meeting.

The Fab Four, a Beatles tribute band, treats you to an experience unlike any other. With uncanny, note-for-note performances of Beatles songs and attention to detail that captures the complete essence of the greatest band in rock history, The Fab Four will make you think you are watching the real thing. Their incredible stage show includes music and costume changes covering the entire range of the Beatles' career. The Fab Four have amazed audiences around the world.

Yankee's Fat Thursday Carnival will be held Thursday from 5 to 7:30 p.m. Come experience the excitement of Mardi Gras. Yankee brings you the fun and flavors of this world-class party with attractions, games, music, giveaways, surprises and all the fun of the fair.

A fashion show and luncheon will be held Thursday from 11:30 a.m. to 1:30 p.m. The event will feature lights, cameras and beautiful models gracing the runway. Fashion shows are one of the most glamorous events in the fashion world.

It's one of the many ways designers showcase their labels to the public. The Plaza Ballroom in the Seaport Hotel is the setting for this fun and entertaining event. The cost is $55.

Cocktails with Clinton Kelly will he held Friday from 3 to 5 p.m. Kelly, an American fashion consultant and media personality, is best known for the warm humor and style advice he brings each week to TLC's top-rated show, "What Not to Wear."

Since 2003, he has starred in more than 250 hourlong episodes of the series, in addition to several specials for TLC, including "Miss America: Live," "Fashioning a Home With Clinton Kelly," "Mind Your Manners" and "Redo My Spouse." Follow Clinton through the seven steps to healthy style esteem. The cost is $25.

Here are some additional highlights of the meeting:

→ DT page 8 A

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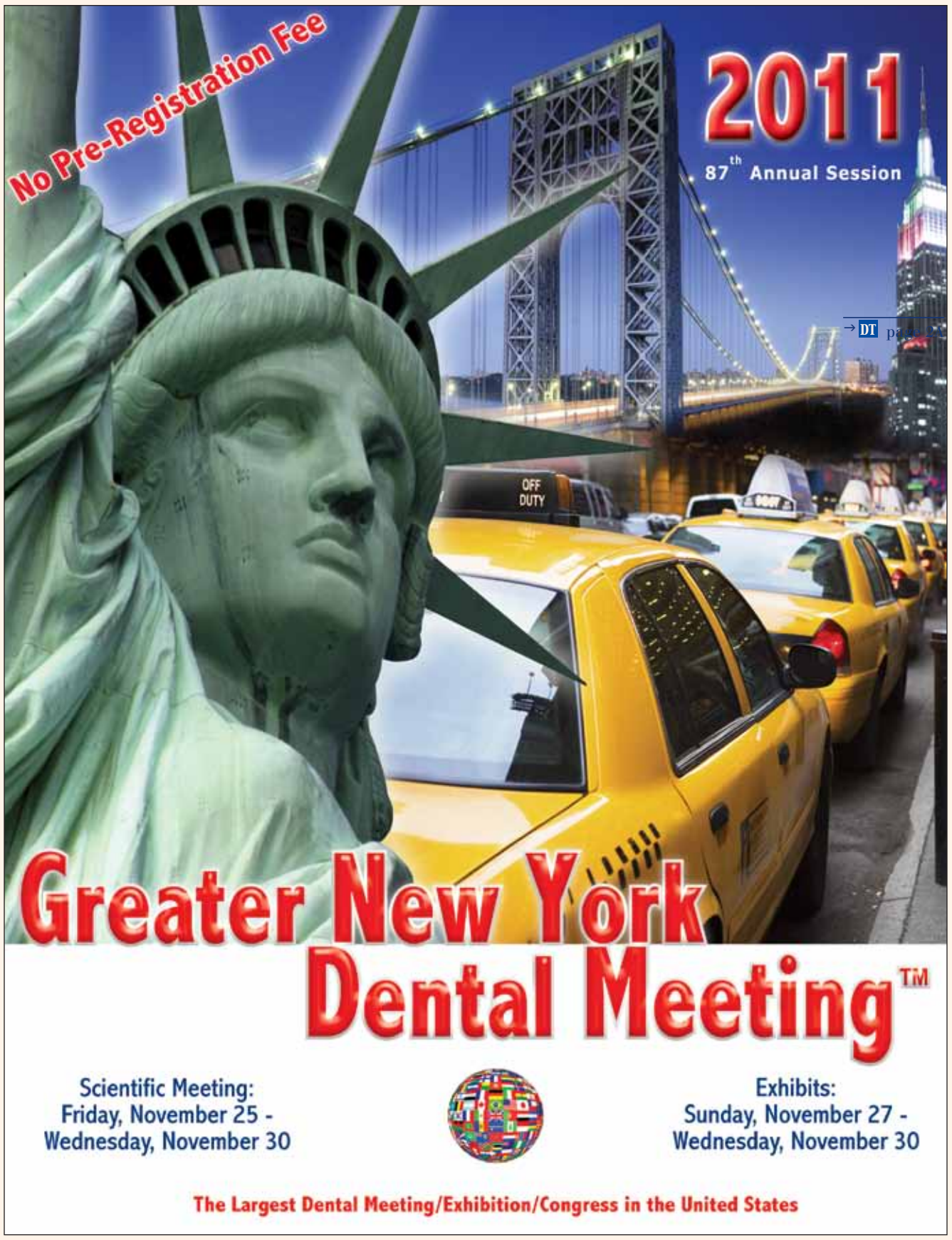

→ DT page 2A

Zakim Bridge in Boston. (Photo/Greater Boston Convention & Visitors Bureau)

← DT page 7A

Dental Office Design Pavilion

New to Yankee this year is the Dental Office Design Pavilion. Are you thinking about building a new office, opening a second office or starting a new practice? Then you won't want to miss the Dental Office Design Pavilion, a central source for ideas, displays, and information on designing your dental office. Tour state-of-the-art operatories or take a crash course on the steps you need to take to upgrade your current space or create a new custom-designed practice.

View the transformations of new and upgraded dental offices throughout North America. Sit down with New England based contractors, architects, space planning designers, financial planners, project managers and equipment specialists who can answer all of your questions.

Live dentistry

Due to the overwhelming response, there will be live dentistry instruction at Yankee again this year. You can learn from some of the best clinicians while they are actually performing live procedures. This interactive format will allow attendees to ask questions and receive answers firsthand. This unique educational experience will be conducted on the exhibit hall floor and will feature cutting edge procedures and products.

C.E. on the exhibit hall floor

Attendees will have the opportunity to participate in innovative courses held right on the YDC exhibit hall floor. This is a great opportunity to take a high-quality, hands-on course or lecture at a significantly reduced rate.

High-tech playground

Take an up-close look at the high-tech products available for your practice. This is your chance to try out various tools and state-of-the-art gadgets and ask questions. This informal setting on the exhibit hall floor will give you the opportunity to learn and play at the same time. There will also be C.E. presentations running each day. Plan to stop by the playground and have some fun.

Restaurant reservation service

You can make dinner reservations quickly and conveniently with the service located in the convention center. This service includes a listing of restaurants by cuisine and neighborhood and their menus.

Internet Café

The Internet Café will feature computer terminals offering complimentary Internet access and e-mail retrieval for attendees. Specific instructions and limitations will be posted in the area.

Children's conference care

Are you wondering what to do with your children during Yankee? Whether you are attending classes or perusing the exhibit hall, Children's Conference Care Inc. (CCCI) is there for you — offering on-site childcare for ages 6 months to 12 years.

Children can choose from a wide variety of fun activities in a safe and caring environment. CCCI has been providing high-quality childcare programs for 15 years. Staff members are all background checked and know just how to make every child feel comfortable. Snacks and drinks will be provided.

Full day (7:30 a.m. to 5:30 p.m.) is available for $40. Four consecutive hours are $25, and any additional hour is $10. Walk-ins pay additional $15 on-site registration fee, if space allows; pre-registration is encouraged. Subject to cancellation if sufficient enrollment is not achieved

For even more information about the event and registration, visit the show's official website at *www.yankeedental.com.* DT

(Source: Yankee Dental Congress)

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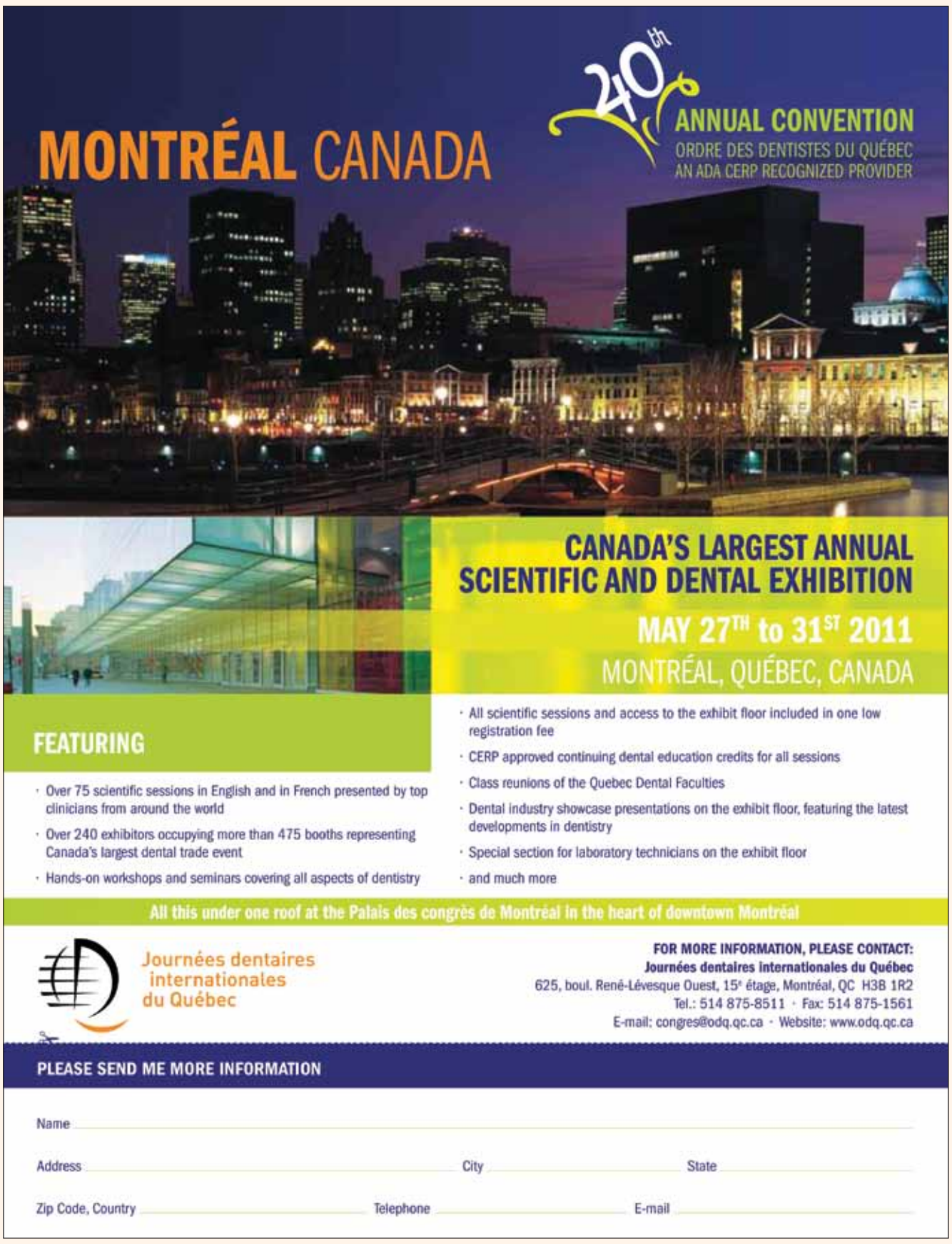

Crest Oral-B hits the seas to make a splash at the Greater New York Dental Meeting

While in New York for the recent Greater New York Dental Meeting, Crest Oral-B hosted a spectacular evening Nov. 30 on the Circle Line Sightseeing Cruise, taking an intimate group of oral-health professionals around Manhattan Island, allowing them to see the lights that inspire so many.

"Crest Oral-B is happy to have taken time away from the exciting convention floor to provide our guests with a unique view of New York City," said Ann Hochman, marketing director for Crest Oral-B.

"We are also pleased to have had the opportunity to share the inspiration for our latest patient-based solution, the Clinical Pro-Health System for Gingivitis, stemming from the fact that one out of two American adults continues to suffer from this disease, which we can now virtually eliminate."

Both Dr. Robert Gerlach, DDS, MPH, research fellow, P&G Worldwide Clinical Investigations, and Dr. Leslie Winston, DDS, PhD, P&G director of professional and scientific relations for North America, were on board to discuss the recent launch of the Clinical Pro-Health System for Gingivitis.

The new Clinical Pro-Health System for Gingivitis helps break the cycle of gingival inflammation and gingival bleeding for improved oral health in patients with mild to moderate, persistent gingivitis and includes the following products:

- ***Oral-B ProfessionalCare SmartSeries 5000 electric toothbrush*** with oscillating-rotating technology, and SmartGuide, which encourages compliance.
- ***Oral-B Glide PRO-HEALTH Clinical Protection for Professionals floss,*** the most advanced Glide floss.
- ***Crest PRO-HEALTH Clinical Gum Protection toothpaste*** with the highest level of protection against plaque bacteria that cause gingivitis.
- ***Crest PRO-HEALTH Multi-Protection rinse*** with CPC that kills 99 percent of germs.[1]

This new system has been clinically proven to help reverse gingivitis within four weeks and virtually eliminate the disease within six weeks.[2]

To learn more about the system, please visit *www.dentalcare.com/clinical.* DT

References

1. In laboratory tests.
2. Six-week clinical results with NEW Crest PRO-HEALTH Clinical Gum Protection toothpaste, NEW Oral-B Glide PRO-HEALTH Clinical Protection for Professionals floss, and Oral-B ProfessionalCare SmartSeries 5000 Electric toothbrush with SmartGuide — not included is the Crest PRO-HEALTH Multi-Protection rinse.

(Image provided by P&G)

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