Implant Tribune

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

November 2011 www.implant-tribune.com Vol. 6, No. 11

The history of AAID
An early pioneer in dental implants explains beginnings
▸Page 4B

Plan now to attend JDIQ
Travel to Quebec for exciting dental meeting next spring
▸Page 8B

Popular GNY session
Dr. Nazarian returns to offer another exciting program
▸Page 12B

Dr. Pankaj Singh spoke at the AAID Annual Meeting. (Photo/Provided by Dr. Singh)

AAID: Botox, fillers can maximize cosmetic outcomes

For many dental implant patients, restoring facial volume can be as critical as the dental restoration for optimizing cosmetic outcomes.

In a workshop at the American Academy of Implant Dentistry Annual Scientific Meeting, Pankaj Singh, DDS, urged attendees to pay close attention to facial structures and consider using Botox and dermal filler agents for patients who need facial volume restorations.

"Besides creating beautiful smiles, we like to create harmony between the dento-facial complex by addressing the deep lines and wrinkles in the face that can prevent our patients from looking their best," Singh said. "Soft tissues that ring the mouth are as important as perfectly restored teeth for an attractive and confident smile."

Botox is a natural and purified protein that relaxes facial muscles by blocking nerve impulses. Once the

→IT page 4B

Celebrating 60

Dr. Jaime Lozada speaks on 'Treatment Planning: Implants vs. Root Canal Therapy," at the AAID annual meeting in Las Vegas. Lozada is a professor and director of the graduate program in implant dentistry at Loma Linda University. (Photos/Sierra Rendon, Managing Editor)

American Academy of Implant Dentistry's longevity, legacy recognized at annual meeting in Las Vegas

By Sierra Rendon, Dental Tribune

What better city than Las Vegas to celebrate a major milestone?

In October, the American Academy of Implant Dentistry (AAID) commemorated the 60th anniversary of dental implants during its annual scientific meeting at Caesars Palace in Las Vegas.

Most AAID conference attendees were not around in 1951. At the time, dental implants had, at best, a dubious reputation among most dental professionals. What a difference 60 years makes, as implants are now the preferred choice for replacing missing teeth.

"What I believe is most compelling about AAID's history is the courage and confidence shown by the founders who stepped out of comfort zones and went against their professional societies to promote dental implant training and establish the AAID implant credentialing program," said AAID President Joseph Orrico, DDS. "Today, the AAID credential is the most rigorous and respected implant training program in the world, and without the vision and fortitude of our founders, implant dentistry would not be a mainstream procedure in dentistry."

AAID's goal at the meeting was to "Stack the Deck in Your Favor" with sessions aimed to give attendees the most success in their clinical endeavors. For instance, in one session, Dr. Jack Hahn offered "Tips and Tricks for Single Tooth and Partially Edentulous Replacements."

Additionally, Hahn spoke on "Implants for Immediate Function — Fact or Fiction" at a separate session.

"The benefit of immediate function for patients is they leave with stable teeth at the first surgical appointment," Hahn said. "From a practice marketing perspective, it creates a 'wow' effect that can generate more referrals. Implica-

→IT page 2B

← IT page 1B

tions for patients considering dental implants are significant because of the time-saving convenience, lower cost and ability for patients to eat and chew normally immediately following the procedure."

Hahn said newer dental implants designed with tapered aggressive threads and rough surfaces are simple to place and offer more convenient restorative options. He added that advances in imaging technologies also have made immediate load implants more predictable.

"With cone-beam radiography and computerized treatment planning, we can predetermine implant positioning according to the desired prosthesis and bone quality," Hahn explained.

Other main podium presentations included "Risk Assessment in the Esthetic Zone" with Dr. Andre Saadoun and "Soft-Tissue Esthetics and Health with Dental Implants: Ten Key Criteria for Success" with Dr. Sascha Jovanovic.

In addition to a compelling education program, attendees had all their product and technology needs met at the Implant World Expo of the meeting. The expo featured more than 120 exhibitors with products ranging from implants to bone-grafting materials to digital imaging technology and much more.

To keep up on all aspects of the meeting, attendees were able to download the AAID's mobile application. With the application, attendees were able to Tweet about AAID experiences in real time, receive alerts about changes in the schedule, map out exhibit hall visits and plan attendance at the scientific programs and more.

Following the meeting, AAID is continuing to place updated information on the app, so be sure to keep checking for new information and interaction. IT

ACE Surgical's James Aduna, left, offers AAID attendees information about products such as NuOss XC, the Infinity internal hex implant and the Infinity tri cam implant at the ACE booth.

Denise Manekas, left, and Nita Weissman of Dentatus USA spoke to AAID attendees about the company's show specials and new products.

From left, Chad Bartee, Jason Brown, Betsy Hartman and Russ Rowan offer smiles and information at the Osteogenics Biomedical booth.

The Implant Direct Sybron International booth was always busy as attendees stopped by to hear about SwishPlus.™

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 more articles about? Let us know by e-mailing us at ***feedback@dental-tribune.com***. If you would like to make any change to your subscription (name, address or to opt out) please send us an e-mail at ***database@dental-tribune.com*** and be sure to include which publication you are referring to. Also, please note that subscription changes can take up to 6 weeks to process.

IT Corrections

Implant 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 report the details to Managing Editor Sierra Rendon at *s.rendon@dental-tribune.com*.

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

Publisher & Chairman
Torsten Oemus
t.oemus@dental-tribune.com

Chief Operating Officer
Eric Seid
e.seid@dental-tribune.com

Group Editor & Designer
Robin Goodman
r.goodman@dental-tribune.com

Editor in Chief
Sascha A. Jovanovic, DDS, MS
sascha@jovanoviconline.com

Managing Editor/Designer
Implant, Endo & CAD/CAM Tribunes
Sierra Rendon
s.rendon@dental-tribune.com

Managing Editor/Designer
Ortho Tribune & Show Dailies
Kristine Colker
k.colker@dental-tribune.com

Online Editor
Fred Michmershuizen
f.michmershuizen@dental-tribune.com

Account Manager
Humberto Estrada
h.estrada@dental-tribune.com

Marketing Manager
Anna Wlodarczyk
a.wlodarczyk@dental-tribune.com

Marketing & Sales Assistant
Lorrie Young
l.young@dental-tribune.com

C.E. Manager
Julia Wehkamp
j.wehkamp@dental-tribune.com

International C.E. Sales Manager
Christiane Ferret
c.ferret@dtstudyclub.com

Dental Tribune America, LLC
116 W. 23rd St., Suite #500
New York, NY 10011
Phone: (212) 244-7181, Fax: (212) 244-7185

Published by
Dental Tribune America

© 2011 Dental Tribune America.
All rights reserved.

Dental Tribune makes every effort to report clinical information and manufacturer's product news accurately, but cannot assume responsibility for the validity of product claims, or for typographical errors. The publishers also do not assume responsibility for product names or claims, or statements made by advertisers. Opinions expressed by authors are their own and may not reflect those of Dental Tribune International.

Editorial Advisory Board

Dr. Sascha Jovanovic, Editor in Chief
Dr. Bernard Touati
Dr. Jack T. Krauser
Dr. Andre Saadoun
Dr. Gary Henkel
Dr. Doug Deporter
Dr. Michael Norton
Dr. Ken Serota
Dr. Axel Zoellner
Dr. Glen Liddelow
Dr. Marius Steigmann

infinity
Dental Implant System

tri-cam
Surgically compatible with NobelBiocare™ NobelReplace®

The infinity Dental Implant System

Familiar Confidence.

The infinity System allows you to place our implants with the familiar confidence you get from your existing system.

each infinity implant only
$145.99

Sensible Compatibility.

Designed to work with your existing implant system, you have the flexibility to use your existing surgical drills, drivers, and prosthetics to place and restore the implant.

internal hex
Surgically compatible with Zimmer® Tapered Screw-Vent®

Endless Opportunities.

You will notice one difference with the infinity Implant...pricing. We are committed to delivering a compatible implant at pricing that creates significant opportunities for both you and your patients.

Give us a call today to experience infinity!

ACE

acesurgical.com

ACE Surgical Supply Co., Inc • 1034 Pearl Street, Brockton, MA

1.800.441.3100

NobelBiocare™ and NobelReplace® are trademarks of Nobel Biocare Services AG. • Zimmer® and Tapered Screw-Vent® are registered trademarks of of Zimmer Dental, USA

Our *NuOss* Family Is EXPANDING!

NuOssXC™

NOVEMBER ONLY SPECIAL!

EXPANDABLE BONE GRAFTING COMPOSITE

BUY 5 – GET 1 MORE FREE!

NuOssXC™ the latest development in natural bone substitutes:

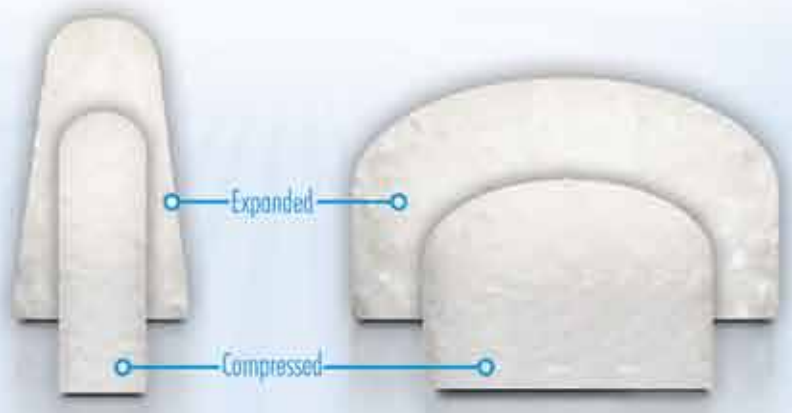
- Supports bone growth in periodontal and oral maxillofacial defects.
- Is a composite grafting material comprised of mineralized de-proteinated bovine granules and purified type I bovine collagen.
- When placed into a bleeding site, the material expands to a predetermined size and shape.
- Available in sinus form and socket form, which is supplied pre-loaded in a delivery syringe.

Features and Benefits:

- Expanding composite material allows for placement in a compressed form with self-expansion to fill the entire defect upon hydration.
- Simple implantation technique.
- Composite nature of the material enhances graft stability and minimizes particulate migration.
- Optimizes spacing between particulate to allow for bone ingrowth.

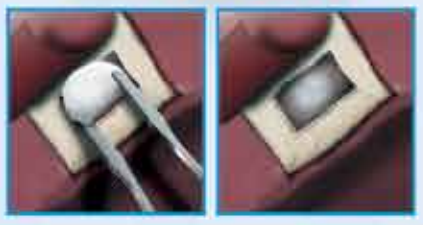
Expansion time:
Immediately upon contact with blood source or by hydration with sterile saline after implantation.

5+1 FREE offer valid through November 30th, 2011 • Lowest Priced item is the FREE Item.



NuOssXC™ Socket

NuOssXC™ Sinus



ACE

acesurgical.com 1.800.441.3100

ACE Surgical Supply Co., Inc • 1034 Pearl Street, Brockton, MA

← IT page 1B

muscles are at rest, the skin becomes smoother, creating a more natural and relaxed appearance. The effects last about three to four months and patients feel little, if any, discomfort after the procedure.

For older dental implant patients with facial aging, the corners of the mouth begin to turn down and wrinkles appear around the lips. "Botox can be used by dentists to relax affected muscles to raise mouth corners and smooth wrinkles to assure successful and satisfying outcomes," Singh said.

Dermal filler agents, such as Restylane, treat fat and collagen volume loss due to the aging process that causes static lines to develop.

"As we age, our body's production of hyaluronic acid (HA), the body's natural filler, decreases, which causes facial lines to appear," Singh explained.

'Dentists have as much training and knowledge in the oral and maxillofacial area as dermatologists and other providers, so they, with proper training, can be as proficient in administering these agents.'

He added that it takes about two weeks for dermal filler agents to show results, and some patients experience side effects, such as localized pain, infection, bleeding, swelling, redness, bruising and tenderness in and near the injection site. Results are not permanent and injections will need to be repeated periodically to maintain the cosmetic improvement.

An estimated 8 percent of dentists in North America now provide Botox and dermal filer cosmetic treatments for patients, and the number is growing as state dental boards lobby to allow dentists to use the agents for cosmetic dentistry.

"Facial volume restoration is the future for achieving optimal esthetic outcomes in the delivery of cosmetic and restorative dental care," Singh said. "Dentists have as much training and knowledge in the oral and maxillofacial area as dermatologists and other providers, so they, with proper training, can be as proficient in administering these agents."

About AAID

AAID is the leading professional society dedicated to maintaining the highest standards of implant dentistry through research and education. The group's annual meeting is the field's leading venue for cutting-edge, evidence-based implant research presentations and demonstrations of state-of-the art implantation techniques. AAID is based in Chicago and has more than 3,500 members. It is the first organization dedicated to maintaining the highest standards of implant dentistry by supporting research and education to advance comprehensive implant knowledge. For more information, see *www.aaid.com.* IT

(Source: AAID)

AD

AAID pioneers blazed a controversial and lonely trail

Sixty years ago, a small cadre of dental pioneers braved a firestorm of professional criticism and met in Chicago to share ideas to stimulate research and training in implant dentistry. This was the beginning of the practice of implant dentistry and paved the way for eventual public and professional acceptance of the procedure. That meeting led to another meeting held Feb. 4, 1952, also in Chicago, with 14 dentists and four laboratory technicians.

It was the inaugural conclave of the American Academy of Implant Dentures, which today is AAID.

In the 1950s, very few dentists were performing implants and the nation's dentals schools refused to teach the procedure. "Implant dentistry had no respect, and when we started doing implants, it was kind of a mentor system. You tried something out, and if it worked, you told your friends and they did it or they'd come to your office to watch you do a procedure," recalled Norman Goldberg, DDS, a spry nonagenarian who served as AAID's first president.

"We had enough people involved in implants after the first teaching and decided it was too important to go without further development. So we decided to form an academy to discuss the different problems that come up with implants and provide forums for everybody to learn from everybody else," Goldberg said.

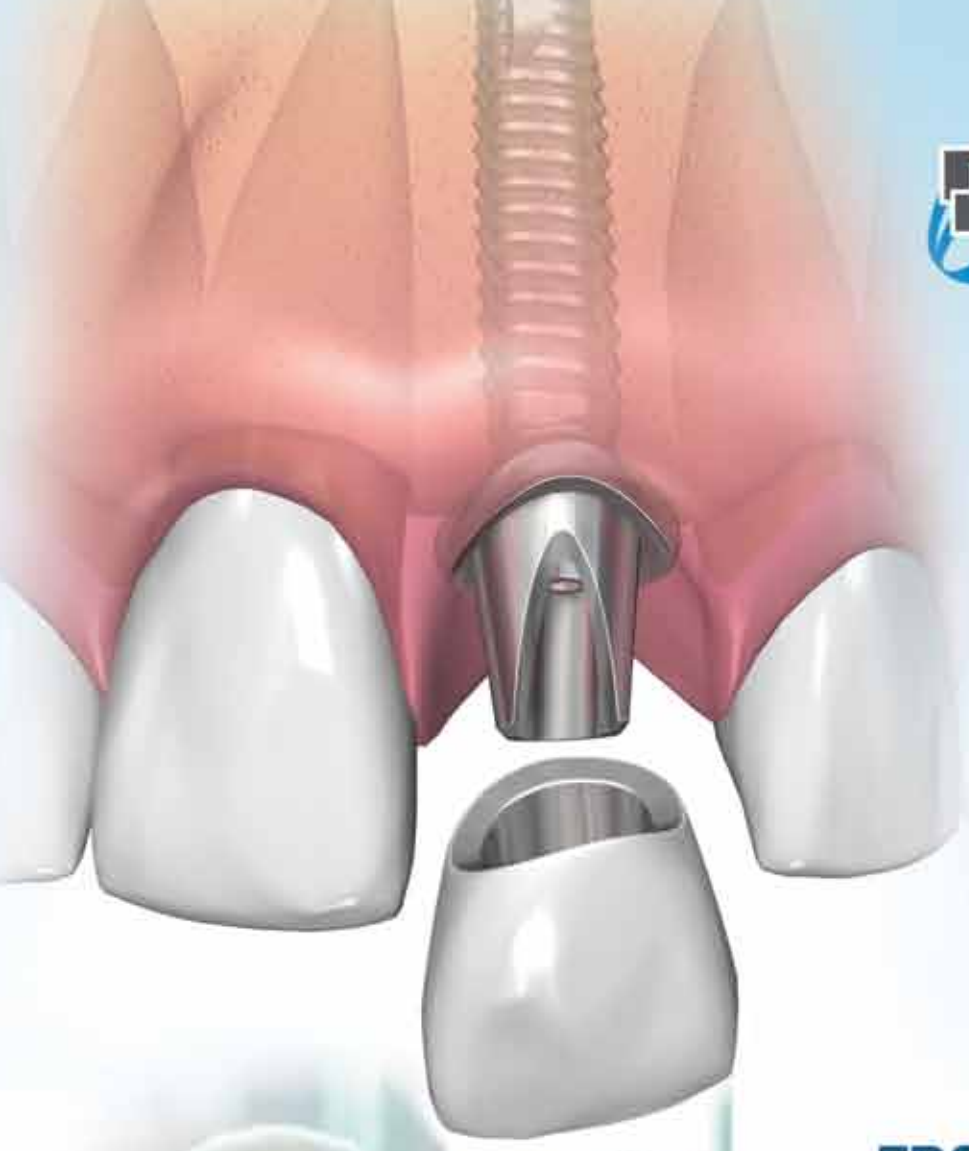
Today, the persistent work and advocacy of the AAID pioneers helped create interest and escalating demand for dental implants.

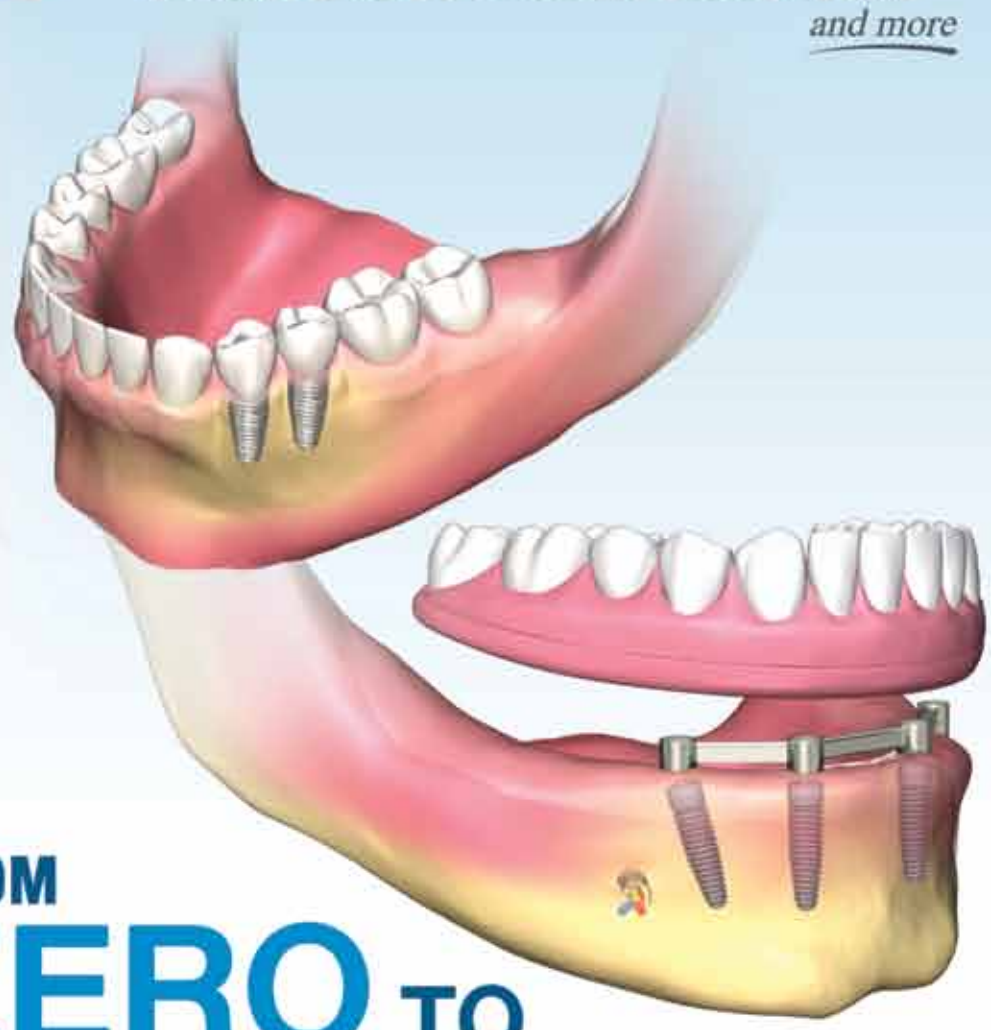
(Source: AAID)

Consult-PRO™

WORLD'S BEST PATIENT EDUCATION

and more





FROM ZERO TO UNDERSTANDING IN UNDER 30 SECONDS

NEW iPAD APP

Ask about our new **Consult-PRO** CLOUD™

The preferred software of Implant Specialist, Oral Surgeons, & Periodontists.
Over 10,000 users in 32 countries, 20 languages and counting.

Visit us in November

• 13th - 15th AAP Miami, Booth #204 • 27th - 30th GNYDM New York, Booth #831

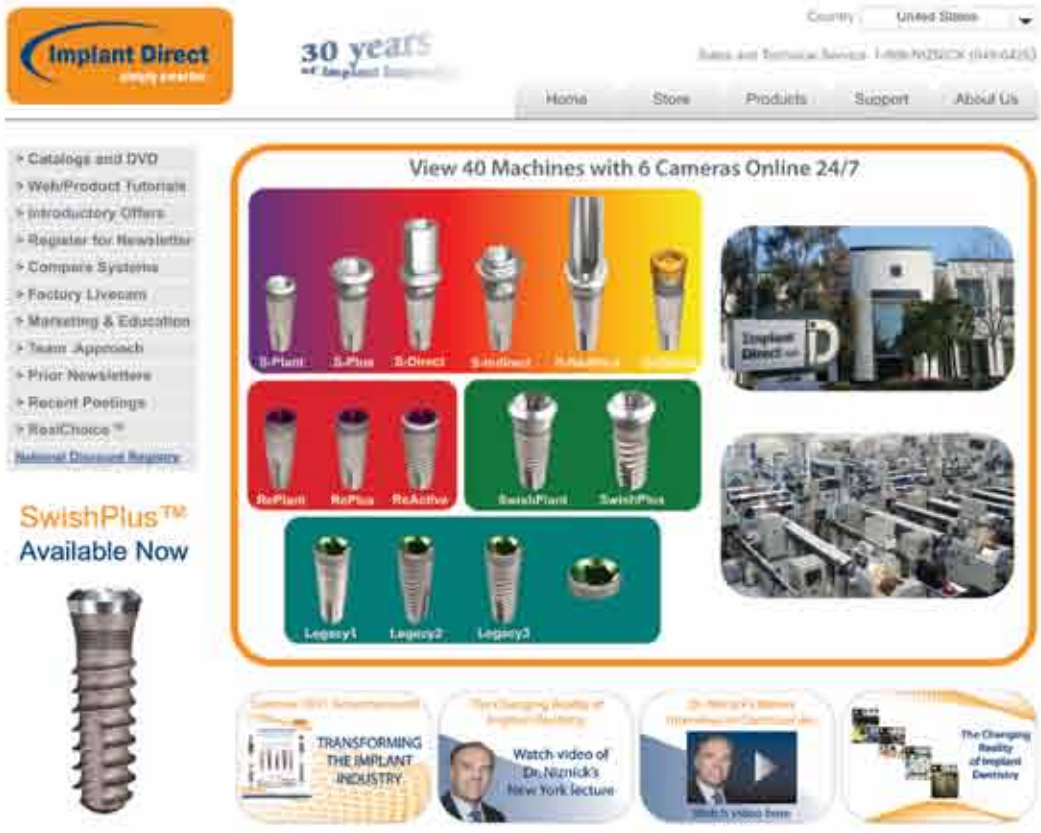
Visit us in December • 2nd - 3rd AAOMS Chicago, Booth #908

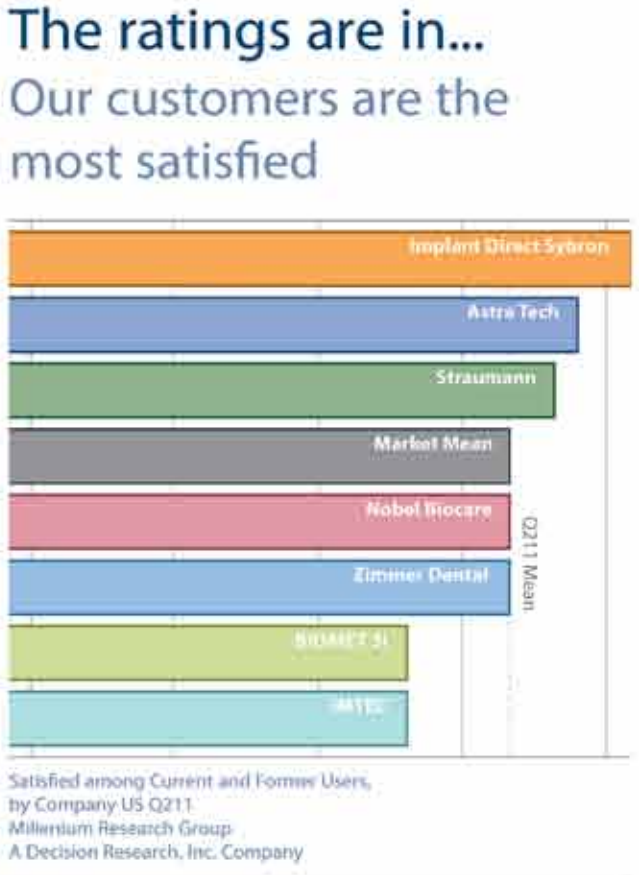
or contact us at sales@consult-pro.com

1-800-519-6569 (North America) 1-416-429-6545 (International)

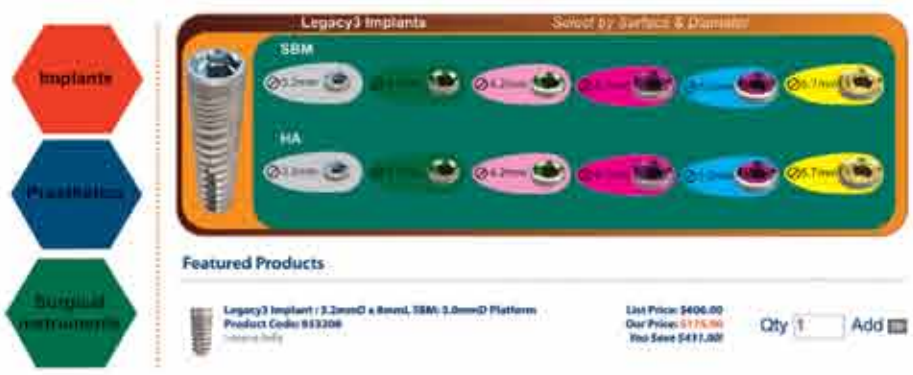
The Leader in Customer Service
Online, On the Phone or In Your Office

Rated the highest in customer satisfaction in an independent industry report





The most intuitive, interactive shopping cart



The most extensive library of 3D graphic videos

Surgical Procedures

Prosthetic Procedures

EARN 2 CE CREDITS FREE: View Online Lecture with 3D Graphic Videos & Answer 13 Test Questions

The Changing Reality of Implant Dentistry

Presented by Dr. Gerald Niznick

Technological advances and economic factors have shifted the implant industry toward affordable care.

Intro Offer: Make the switch & receive three FREE implants.[2]

Continuing education credits may not apply toward license renewal in all states. It is the responsibility of each participant to verify the requirement of his/her states licensing board(s).
Price comparisons based upon US list prices as of April 2011. All trademarks are property of their respective companies.
[1]US list price for SLActive Tapered Effect implant, closure screw, healing abutment, solid abutment, transfer and comfort cap.
[2]Terms and conditions apply.
[3]System Variation. 3.3mmD & 5.7mmD SwishPlus are tapered; 3.3mmD also has SwishPlant threads.
[4]Comparison based upon Straumann's CARES Custom Zirconia Abutment. Price varies depending upon the laboratory.

Designed For Success, Packaged For Value

Customer Service & Technical Support online, over the phone, or in your office

Five Year Warranty[2]

Implant Direct
simply smarter.

SwishPlant™ Implant

All-in-1 Packaging includes implant, straight abutment/transfer, cover screw & healing collar

$200 vs $699[1] from Straumann®

Reality Check
Straumann Customers
Save $499 with SwishPlant

Swish™ Implant System Advantages:

Internal Octagon (Niznick US Pat. #4,960,381 Licensed to Straumann)

Prosthetic compatibility with Straumann's Tissue-Level implants (Standard, Standard Plus and Tapered Effect)
Internal square broached in flats of octagon for fixture-mount engagement (Pat. Pend.)

Two Implant Designs & Packaging Options

Allows for selection based on price, packaging or thread design

SwishPlus[3]: $150 includes cover screw, healing collar & carrier compatible with Straumann tool & standard ratchet

1. 2mm neck half textured for tissue-level or esthetic placement
2. Micro-grooves for improved tissue attachment & reduced stress
3. Progressively-deeper single-lead threads for increased surface area & complete surgical compatibility
4. Self-tapping groove for increased initial stability
5. Tapered apical end to initiate self-tapping

SwishPlant: $200 includes cover screw, healing collar, comfort cap & straight abutment/transfer

1. 2mm neck lightly textured for bone- or tissue-level placement
2. Micro-threads for improved tissue attachment, reduced stress & increased stability
3. Progressively-deeper double-lead threads for increased surface area & faster insertion
4. Self-tapping groove for increased initial stability
5. Tapered body for soft bone expansion

	Solid Abutment Kit	Straight Narrow Abutment	Straight Snap-On	Straight Contoured	15° Angled Contoured	Gold/ Plastic	Zirconia/Ti Abutment	Angled Zirconia/Ti Abutment	Plastic Temporary Abutment	Ball Attachment	GPS™ Attachment	Screw Receiving
Our price	$100	$85	$85	$85	$85	$100	$120	$120	$35	$107	$100	$85
Straumann	$238	$181	$181	$182	$203	$157	$339[4]	$339[4]	$61	$192	$193	$169

SwishPlus

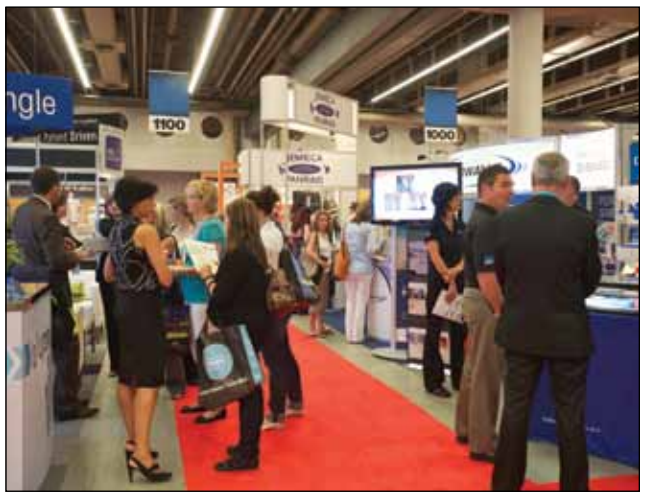
Straight with Micro-Grooves & Straumann Threads

SwishPlant

Tapered with Micro-Threads & Double-Lead Threads

www.implantdirect.com | 888-649-6425

JDIQ welcomes clinicians to Quebec



The exhibit hall, left, and an educational session of the Journées dentaires internationales du Québec (JDIQ) at the 2011 meeting. (Photos/Provided by Ordre des dentistes du Québec)

AD

The Ordre des dentistes du Québec will hold its 42nd annual meeting, the Journées dentaires internationales du Québec (JDIQ), from May 25 through May 29, 2012, at the Palais des congrès in Montréal, Québec.

Last year's meeting attracted 12,314 participants from around the world, ranking it among the top 10 dental conferences in North America.

The 2012 event features top-name speakers such as Gordon Christensen, John West, Bob Margeas, Hassan Moghadam, Samuel Kratchman, Gerard Kugel, Jeff Morley, Casey Hein, Jose-Luis Ruiz, Randy H Huffines, Joseph O. Maggio, Imtiaz Manji, Parish Sedghizadeh, Michael Siegel, Timothy Donley, Paul Weigl, Lee Ann Brady, Charles Green and many French-speaking specialists such as Denis Robert, Véronique Benhamou, Cathia Bergeron, Marie-André Houle, Robert Durand, Sylvie Martel, Jean Barbeau, Éric Morin, Mazen El-Abiad, Susanne S. Scherer, Sam Abi Nader, Michael Dib, Pietro Di Batista, MaxMiller, Olivier Handfield, Patrice Pellerin, Jean-Philippe Mallet, Maude Albert, Bilal El Khatib, Mathieu Beaudoin, Lorne A. Wiseman, Geneviève Gagnon, Adel Kauzman and Michel El-Hakim.

The show offers Canada's largest exhibition floor and abundant opportunity for all dental professionals to earn continuing education credits. Members of the entire dental team are well-represented through their professional dental organizations. This includes hygienists, assistants, office personnel and dental technicians.

For the first time this year, JDIQ and Dental Tribune International will host a Dental Tribune Study Club C.E. Symposia right in the center of the exhibit floor. A leading panel of specialists will offer CERP C.E. accredited lectures covering various dental specialties. Lectures will be offered in either English or French.

Visit the exhibit floor and earn credits and also a chance to win an iPad.

About the Ordre des dentistes du Québec

The mission of the Ordre des dentistes du Québec is to serve and support the highest quality of oral care being provided to Quebecers. Since 1974, the organization has worked with professionals to ensure the quality of dental services and the high standards of practice and ethics, and to promote oral health among the population of Quebec.

Ordre des dentistes du Québec
625, boulevard René-Lévesque West, 15th Floor
Montréal (Québec) H3B 1R2
Tel.: (514) 875-8511
Fax. : (514) 875-1561
Email: congres@odq.qc.ca

Osseo University Summit will focus on implant placement at GNYDM

Join your colleagues at the fourth annual Dental Tribune Study Club Symposium to be held from Nov. 27–30 during the Greater New York Dental Meeting

As the official online education partner of the Greater New York Dental Meeting, Dental Tribune is once again teaming up with the meeting's organizers to offer four days of symposia in various areas of dentistry.

Dental Tribune welcomes you to a new experience in the world of dentistry. Each day will feature five individual one-hour lectures led by experts in the field. The final day will feature the second Osseo University Summit, a program dedicated to implantologists.

A few speakers at the summit include Dr. David Hoexter, Dr. Ron Kaminer, Dr. Armin Nedjat and other implant experts.

Participants of any of the sessions will not only earn C.E. credits but will also gain an invaluable opportunity to learn diverse aspects of dentistry and how to integrate a variety of treatment options into their practice. For exact program details, check the schedule at *www.dtstudyclub.com/gnydm.*

Dental Tribune would like to thank our sponsors: Shofu, LVI, Cadent, VOCO, AAFE, Cariescan, Suni, Action Run, AMD LASERS, Hoya, Kuraray, Pentron, SMT, Onpharma, Danville, and Champions Innovations. Their support proves their dedication to the ongoing goal of quality continuing education for dentists worldwide.

Please be sure to pre-register as a GNYDM attendee for free at *www.gnydm.com.*We look forward to seeing you in New York! IT

DTSC session schedule

Here is a sneak peek at a portion of the DTSC schedule. For complete program details, check the schedule at *www.dtstudyclub.com/gnydm.*

Sunday, Nov. 27

11:15 a.m.–12:15 p.m.: Dr. Shamshudin Kherani, "Comprehensive Dentistry Using Digital Impression Technology."

12:45–1:45 p.m: Dr. Ron Kaminer, "Minimally Invasive Dentistry: Tips and Tricks to Maximize Success."

Monday, Nov. 28

11:15 a.m.–12:15 p.m.: Dr. Damien Mulvany, "Why View Your 3-D Patients With 2-D Images? A Common Sense Approach to 3-D Imaging in the General Practice."

2–3 p.m.: Dr. Fay Goldstep and Dr. George Freedman, "Diode Lasers and Restorative Dentistry."

3:15-4:15 p.m.: Dr. Shamshudin Kherani, "Laser Dentistry Overview with an Update on Closed Flap Osseous."

Tuesday, Nov. 29

12:45–1:45 p.m: Dr. Fay Goldstep and Dr. George Freedman, "The Diode Laser: The Essential Soft Tissue Handpiece."

Wednesday, Nov. 30

12:30–5 p.m: Dr. David Hoexter, Dr. Ron Kaminer, Dr. Armin Nedjat and other implant experts, "The 2nd Annual Osseo University Summit: Revolutionary Implant Design Unveiled." IT

AD