

**ASTHMA LINKED TO MALOCCLUSION
IN CHILDREN**

New research out of India suggests a connection between asthma and dentoalveolar morphology.

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2012: No shortage in toothbrush patents

Total toothbrush-related patents now exceed 4,600

By Robert Selleck, Managing Editor

Forget the mousetrap. If you want the world beating a path to your door these days you might be better off trying to build a better toothbrush.

If you built a better mousetrap in 2012 you were in small company, with just eight patents issued by the United States Patent and Trademark Office for devices or improvements containing those or similar words in the title (rat, rodent, trapping, etc.).

If you came up with an idea for a better toothbrush, though, you were part of an army of inventors. More than 150 patents issued in 2012 contained the word "toothbrush" or some similar variation of it in the title, bringing the grand total of toothbrush-related patents in the U.S. to more than 4,600 since the first toothbrush patent was sought by H. N. Wadsworth in 1857 (framed copies of the patent are for sale on www.amazon.com for \$99).

A glance through 2012 toothbrush-related patent titles reveals a wide variety of efforts: "dehydrated dentifrice and toothbrush," "combination toothbrush and peak flow meter system," "processing method for taper of needle shaped bristle enhanced throughput,"

"round toothbrush bristles and processing method thereof," "motorized toothbrush tip having inner and other (sic) heads counter around different axes," "siwak tooth cleaning instrument," "oral hygiene case with dental floss lid compartment," "tooth cleaning apparatus" and — along the same line of creative titling as that last item — many of the patents are simply titled, "Toothbrush."

The toothbrush patents cover two general areas: utility or design. "Utility" patents involve a new or improved process, material or composition. "Design" patents have more to do with appearance alone, with no real advancement or change in purpose or use.

In a National Public Radio story Dec. 27, reporter Joe Palca interviewed several of the 2012 "toothbrush" patent holders, ranging from big-corporation product developers to independent dentists and hygienists working on their own time after hours, with minimal research-and-development funding backing them up.

All of the patent recipients interviewed by Palca referenced similar motivation behind their efforts: trying to get people to take better care of their

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Yankee Dental Congress
Jan. 30–Feb. 3

Picturesque Boston locales such as Beacon Hill await attendees at the 2013 Yankee Dental Congress, which focuses on productivity, profitability and clinical excellence.
Photo/Chee-onn Leong, www.dreamstime.com

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teeth. But a number of the efforts go far beyond that, such as the dual-purposed toothbrush and peak flow meter patented by Dingane Baruti, MD, a physician in Columbus, Ga.

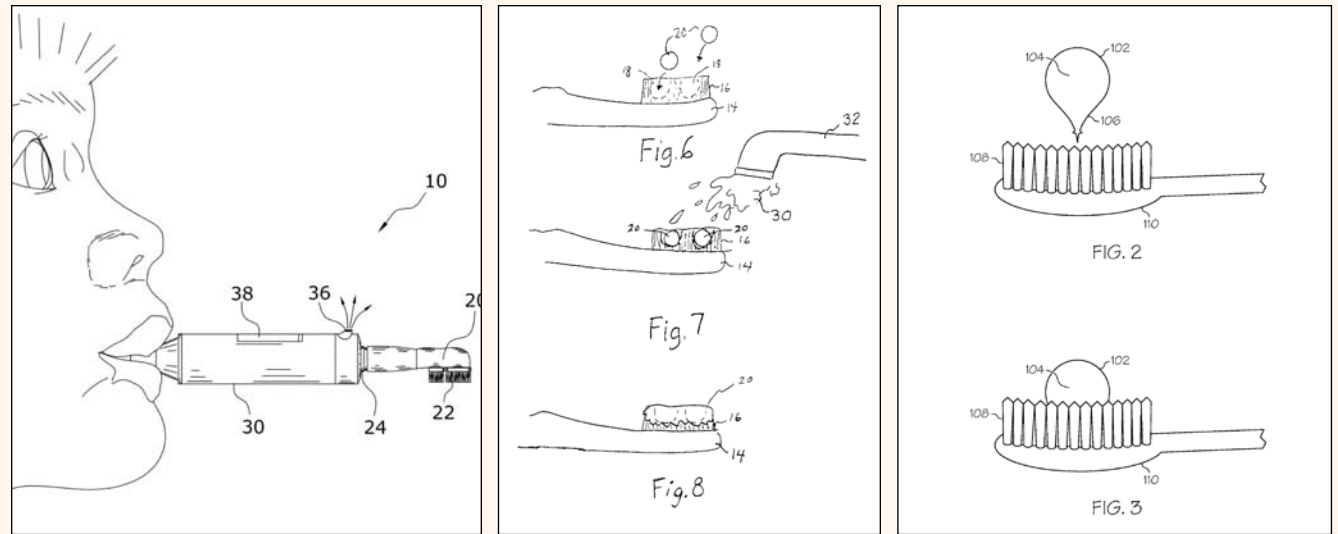
Toothbrush helps monitor asthma

Baruti's abstract for the device describes it as a "system for increasing the compliance of peak flow measurements in children and adults with asthma."

The patent application for the asthma monitoring toothbrush notes that peak-flow readings ideally should be recorded at the same time every day, but children frequently don't comply because the meters are often misplaced or forgotten. Baruti posits that linking the flow-metering task to a daily tooth-brushing ritual — by attaching a toothbrush head to double the meter's purpose — will help increase compliance.

The device also would be wireless, automatically relaying the readings to a hospital or doctor's office. Baruti, a principal with Dingane Innovations, is actively marketing the licensing to insurance companies under the brand name "FlowBrush."

Contacted via email, Baruti wrote, "The FlowBrush is the central feature of the FlowBrush Asthma Surveillance TeleMedicine (FAST) system. I am leading a team of MBA students from the



Above are concept illustrations from the more than 150 toothbrush-related patents issued in 2012 as revealed by searching the U.S. Patent and Trademark Office website. On left is the toothbrush and peak flow meter patented by Dingane Baruti, MD, of Dingane Innovations. He is leading a team of MBA students from the University of California San Diego, Rady School of Management, to bring the asthma-monitoring device to market. At center is the dehydrated dentifrice and toothbrush, which has concave bristle patterns that receive pellets of toothpaste that are activated by water. At right are toothpaste droplets — premeasured capsules of toothpaste that hold shape until brushing starts. They can even feature a logo or other illustration on the dissolving film-strip-type material that envelopes the toothpaste. Photos/Provided by USPTO

University of California San Diego, Rady School of Management, to bring the FlowBrush/FAST system to market."

Bristles designed to hold toothpaste

Another invention, the dehydrated dentifrice and toothbrush" is described as having "one or two part-spherical pockets formed in the brush surface. Balls or pellets of matching shape of dehydrated toothpaste are placed in the depressions, the brush is wetted and the pellets turn to a gel,

ready for brushing. The pellets may be of various colors and flavors to entice children to brush their teeth and may be dispensed from a storage chamber carried in the tooth brush handle." The inventor is Joshua D. Atkin, a general dentist in Dayton, Ohio.

The "siwak tooth cleaning instrument" is depicted in its patent application as a mechanical concept that "provides a carrying, protecting and application instrument for a siwak stick, to be applied to the user's teeth

for cleaning thereof." The inventors are Faleh A. Al-Sulaiman and Muhammad A. Hawwa of King Fahd University of Petroleum & Minerals in Dhahran, Saudi Arabia.

The instrument dispenses circular toothbrush heads based on lipstick-tube-style mechanics from a container that can be incorporated into the handle of the siwak (a type of toothbrush used primarily by Muslims).

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Asthma can affect dental development in children

Researchers in India find higher frequency of malocclusion

By Dental Tribune International

Whether mouth-breathing is associated with dental misalignment has long been debated by experts and is not yet understood completely. Now, researchers from India have found new evidence that a compromised airway as found in asthmatic children has an effect on their dentoalveolar morphology, as malocclusion was found more frequently in these children.

In the study, researchers at the JSS Dental College and Hospital in Mysore took dental impressions of the upper and lower arches of 88 children, aged 6 to 12. Half had been diagnosed with asthma and half were controls.

Among the various findings in the study, it was found that the intermolar and the inter-incisal widths in both arches were smaller in the asthmatic children. This was most significant for females aged 10 to 12 in particular, especially in the maxillary arch. The arch length in the asthmatic children showed consistently higher mean values in the maxillary and the mandibular arches. Moreover, a deeper palate was observed in this group.

In addition, malocclusion was frequent in the asthmatic children, the researchers said. More than 45 percent of those in the 6-to-8-year-old group had an open bite, 20 percent a crossbite,



and another 20 percent were found to have an increased overjet. Among the 10-to-12-year-olds, 15 percent had an open bite, 30 percent a crossbite, and 10 percent had an increased overjet.

The findings indicate that increased airway resistance in the respiratory system induced by allergic asthma may cause children to change from nasal to oral breathing, which can trigger modulations in cranio-facial growth patterns.

Mouth-breathing may cause permanent changes in the musculoskeletal relationship, the researchers concluded.

ed. But they also emphasized that cranio-facial development is a multifactorial process that involves both genetic and environmental influences.

To date, only a few studies have dealt with the question of whether dentoalveolar developmental anomalies in asthmatic children can be attributed to the disease. The results of the current study, however, provide evidence that asthma is one of the factors that could affect cranio-facial development, the researchers concluded. The study was published in the November issue of the Pediatric Dental Journal.

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Toothpaste delivery, too

Falling a bit outside the "toothbrush-related" theme, but also patented in 2012 are "toothpaste droplets." Inventor Wayne R. Solan of Fort Lauderdale, Fla., came up with the idea as a way of providing people with safe, correctly-measured doses of toothpaste for brushing, minimizing the health threat that can come from accidentally swallowing unsafe amounts of toothpaste, as well as minimizing waste.

A summary in the patent application for the droplet concept includes these details about one of the design possibilities:

"The method can include providing a droplet that can have a dissolvable outer membrane that defines a volume with toothpaste inside the volume. The outer membrane can include a tail portion, which is configured to be embedded into the bristles of a toothbrush. The provided droplet further can include a plurality of extensions coupled to the outer surface of the outer membrane where the plurality of extensions can have a triangular shape, a barb shape or the like. In one aspect of

this embodiment, the droplet further can include a logo, a cartoon character, a word or the like printed on the outer membrane."

Few patents become products

The odds of any of us soon using freeze-dried balls of toothpaste, lip-stick-style brush-head dispensers and precisely measured droplets of toothpaste sporting cartoon characters are likely slim. Earning a patent is just one small step in an arduous journey from idea to actual product.

"You see far more patents than products," patent attorney John Rizvi said. Rizvi, of Gold & Rizvi (The Idea Attorneys), based in Fort Lauderdale, has been helping inventors with the patent process for 16 years and specializes in medical/dental products. He got into the dental niche because his wife, a dentist, kept referring colleagues who had great product idea.

Beating out the next-best solution

Rizvi's advice for would-be dental-product inventors: "Cost of the product is critical. You can have a new concept with all sorts of advantages, but if the costs are out of line with alternatives,

you're facing an uphill battle. You're always up against the next-best solution." Rizvi also said, "The product needs to be intuitive, something that the user can quickly understand the need for — especially if you don't have the resources needed to market it."

But even with most intuitive of products, marketing is critical in any effort to turn an idea into units sold. That's why many inventors sell their rights to a deeper-pocket partner. Rizvi advises "garage inventors" to study the market to find out who is selling the closest related product and then contact that business. If it sees your idea as a threat, it might want to buy the concept to control it — or add it to its product line.

As with most inventions, the odds of success are stacked against dental-product inventors, with only a miniscule percentage of patents materializing into widely available products. But a stroll down the dental aisle at the super market reveals new oral-care products that break through every year, and even more "latest-and-greatest" oral hygiene concepts can be found online, such as the "dissolving tetrahedral toothbrush package" (it's worth a Google search, if you haven't seen it).

English-only workplace language policies

Avoid significant liability by following proper implementation

By Stuart J. Oberman, Esq.

As our country evolves and its citizenship becomes more diverse, questions regarding limitations on the language used in the workplace are becoming more common. In the past, English was so widely spoken

that workplace language issues did not arise frequently. However, U.S. immigration patterns have changed significantly, and the workplace is the primary environment where members of different cultures come together to accomplish goals, requiring communication. Additionally, to main-

tain employee morale, employees need to be comfortable at work. In attempting to create a successful and harmonious workplace, many dental practice owners have contemplated implementing workplace policies restricting the language spoken in the workplace to English.

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Laying the groundwork

English-only policies are controversial and can lead practice owners to significant liability exposure if improperly implemented. The Equal Employment Opportunity Commission (EEOC) guidelines presume that English-only rules constitute discrimination, making employees more likely to win complaints before the EEOC. A practice owner must show that the English-only rule is necessary to safe and efficient job performance. The EEOC presumes that English-only rules create an atmosphere of inferiority, isolation and intimidation; however, there may be legitimate reasons for a practice owner to institute these rules. In fact, English-only rules may prevent a hostile work environment among English and non-English speaking employees.

If an employee sues his or her employer, alleging that an English-only rule constitutes illegal discrimination, the employee must show that the rule adversely affects a protected class (people of their national origin, race, etc.). The owner of the dental practice then has an opportunity to show that the rule is consistent with business necessity and is job related. Even if the practice owner shows a business necessity, the employee may still prevail by showing that an alternative to the English-only rule could have accomplished the same goal with a less adverse impact on the protected class.

English-only rules are not specifically addressed by Title VII of the Civil Rights Act of 1964, the federal workplace discrimination code. However, there is a question as to whether one's primary language can be treated as a characteristic of national origin, triggering the protections of Title VII. In 1988, a federal court held that discrimination based on linguistic characteristics of a national origin group could render a viable claim under Title VII. However, this ruling did not give much power to the linguistic protection allowed under the EEOC guideline because effective communication is a requirement of most occupations. English-only rules relate directly to linguistic characteristics; however, national origin does not necessarily relate to linguistic characteristics. Since the EEOC defined national origin to include linguistic characteristics, claims of national origin discrimination on the basis of an English-only rule can generally be brought under Title VII.

Deciding whether the English-only rule is essential to the operation of a dental practice can be difficult. The need for English-

only rules in dental practices may be much greater than the need for such rules in large corporations, because dental practice owners have fewer employees and resources.

The safety and productivity of dental practices are uniquely tied to their employees, in contrast to large employers. Because there are so few employees in a dental practice, lack of communication can be detrimental to the output of the practice. Because each case requires an in-depth, fact-based analysis to determine business necessity, dentists should consult a qualified attorney before implementing an English-only rule within their practice.

Applying the law to dental practices

Dental practice owners who have a justifiable business necessity for an English-only rule may be prevented from enforcing the rule because of their inability to bear the financial burden of litigation.

The financial constraints on dentists are unfortunate, because situations often arise within their practices that could justify use of an English-only rule. Unlike large corporations, practices often: (1) require their employees to work closely together; (2) do not have access to resources that would allow them to deal with a variety of languages in the same work environment; and (3) cannot transfer or discipline employees easily. Therefore, the business necessity test should be handled differently when applied to a dental practice.

The business necessity test can be summarized as a determination of whether the English-only rule is necessary for the safe and efficient operation of the practice. The business purpose must be important enough to override any racial impact; the rule must carry out the purpose that it purportedly serves; and there must be no acceptable alternative practice that would better accomplish the business purpose advanced, or accomplish it equally well with less racial impact. The main issue is whether the English-only rule is necessary for the continued viability of the practice.

Courts use six factors to justify an English-only rule in the workplace, which are: (1) worker safety; (2) ensuring effective supervision; (3) increasing the productivity and efficiency of the business; (4) promoting worker harmony; (5) improving customer relations and satisfaction; and (6) improving an employee's English skills when English is not their primary language. While each of these justifications may be somewhat relevant for dental practice owners, the most useful justifications are discussed below.

When English-only might be OK

First, courts have upheld English-only rules implemented to ensure effective supervision. Several courts have found that business necessity justified rules to ensure that English-speaking supervisors could understand what was being said in the workplace. Effective supervision is extremely important in a dental practice.

The dentist's ultimate business goal is to run the practice productively and efficiently, and dentists must be able to understand the employees to do so. If employees are speaking about work-related topics, the dentist has an interest in asking them to speak English to ensure that they are not misguiding each other. If employees are speaking about personal topics, the dentist has an interest in asking them to restrict that speech to lunchtimes and breaks, no matter what language they speak.

Second, courts have upheld English-only

rules implemented to increase the productivity and efficiency of the business, which closely ties into the effective supervision factor.

An English-only rule may increase a dentist's productivity because it ensures that work conversations are carried on in a language that everyone can understand. The issue is whether there is more disruption to the work environment with or without the English-only rule. This is a persuasive argument. Hostility among employees can negatively affect the productivity and efficiency of the practice. Creating an English-only rule may increase productivity for dentists because all the workers would understand each other.

Third, courts have upheld English-only rules because they promote worker harmony. Dentists or employees who speak only English may feel threatened, isolated, and/or alienated by non-English speakers. This factor is extremely important when

dealing with dental practices. Courts have upheld the use of English-only rules to avoid isolation or alienation of employees who only speak English. Rather than creating an atmosphere of inferiority, isolation, and intimidation, these rules can actually alleviate an atmosphere of racial tension. While English-only rules cannot be justified by fear and prejudice, dentists have a legitimate interest in ensuring that their employees are not making derogatory comments about each other, either as harassment or basic ill will.

Finally, a *fourth* justification for the business necessity of an English-only rule is to improve customer relations and satisfaction. Dentists usually have no trouble justifying a rule requiring employees to speak English with English-speaking patients. However, dentists cannot discriminate based on a patient's fear or prejudice. Depending on the patient base, it may improve patient relations to implement

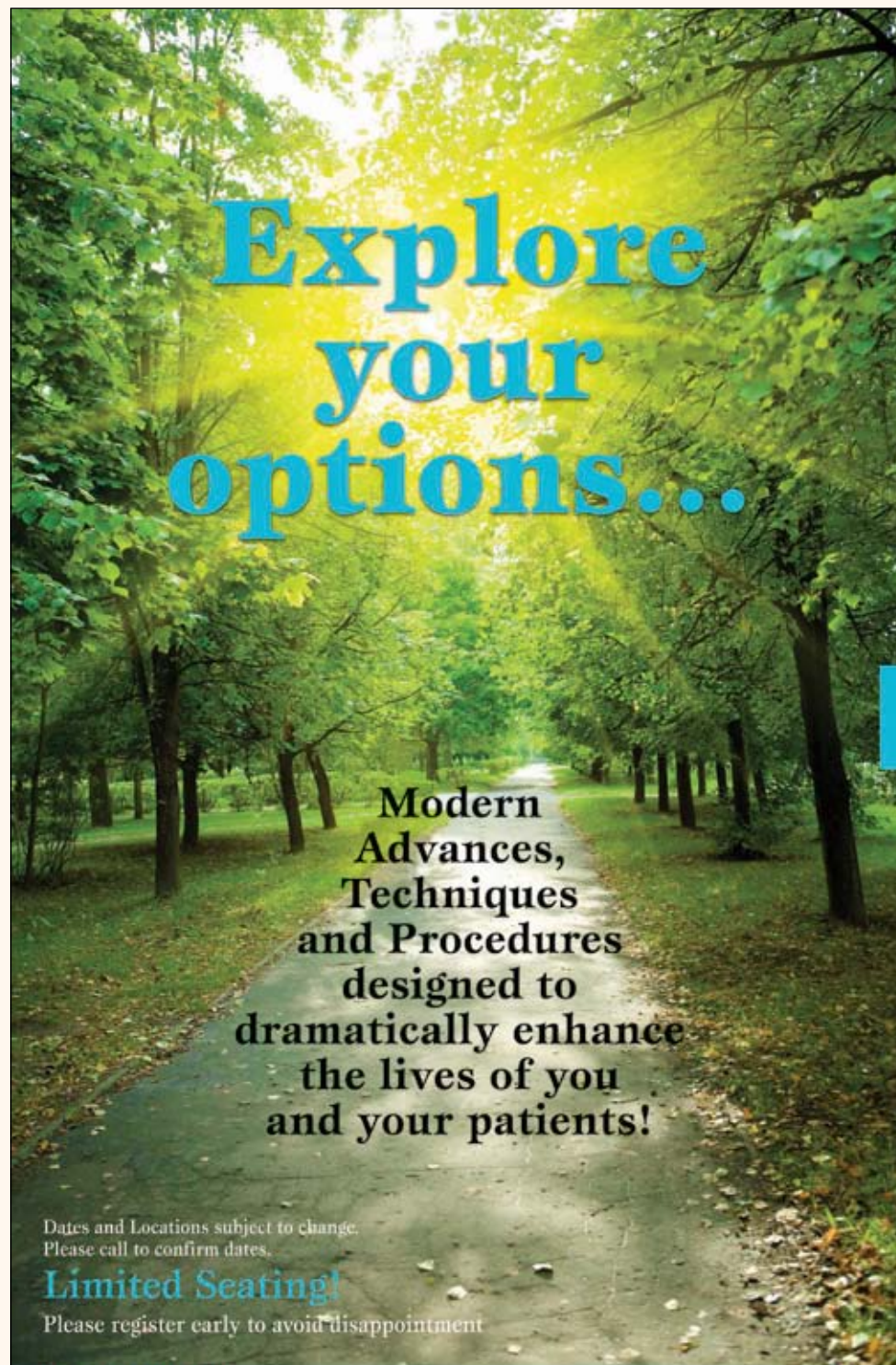
an English-only rule. A patient may feel intimidated if he or she cannot understand what workers are saying. Because patients who primarily speak foreign languages may be comforted by the use of languages other than English, courts have held that improved customer relations are in and of themselves insufficient to justify business necessity.

Conclusion

While dental practice owners may have legitimate business justifications for implementing an English-only rule, it is very important for the practice owner to understand the possible legal ramifications of such an action.

Because this area of law is relatively undeveloped, it is strongly recommended that any practice owner who is considering implementation of such a rule seek advice from an attorney who is familiar with employment law.

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YDC 2013: Broad educational offerings for entire dental team

Yankee Dental Congress runs Wednesday, Jan. 30 through Sunday, Feb. 3

Organizers of the 2013 Yankee Dental Congress have reached across all dental sectors to put together an educational program that offers something for every member of the dental team.

The event's primary intent is to "Build Bridges through Innovation, Technology, Wellness and Inspiration" to new opportunities in the dental profession. Toward that end the Jan. 30 – Feb. 3 program at the Boston Convention and Exhibition Center features 350-plus continuing education courses spanning a vast range of topics.

On the program's agenda are some of the top speakers in the industry today, including:

- Alan Budenz, DDS, Laney Kay, JD, Loretta LaRoche, and Tieraona Low Dog, MD (general dentistry).
- Stephen Chu, DMD (implants).
- Anthony Cardoza, DDS, and Dave Juliani, DDS (Technology).
- Roger Levin, DDS, The Madow Brothers, Robert Spector and Kelli Vrla, CSP (practice management).
- Jeff Brucia, DDS, Gordon Christensen, DDS, PhD, Jacinthe Paquette, DDS and Cherilyn Sheets, DDS (restorative dentistry).

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On the lighter side

YDC 2013 also will give attendees the chance to relax: Have *Lunch with Jennifer Weiner* on Thursday, Jan. 31, or kick back with your favorite beverage, light fare, and upbeat music on the *Yankee Boardwalk*, open to everyone on Thursday evening. Learn more about interior decorating with design personality Candice Olson at *Candice on Design*, or share some giggles when Kathleen Madigan takes the stage for *Friday Night Laughs*, both on Friday, Feb. 1, 2013.

Register at www.yankeedental.com for Yankee Dental Congress 2013 and join an anticipated 28,000 dental professionals for four days that promise to inspire, inform and entertain you like nothing else.

(Source: Yankee Dental Congress)

AD

Smiles In The Sun

Educational, Fun and Relaxing

Continuing Education Above & Beyond the Ordinary for a **Sunsational** Experience

The **Smiles In The Sun** 2013 seminar has combined several of the most popular speakers in dentistry with the perfect Florida vacation.

Dr. Howard S. Glazer

Dr. Jack Hahn

Terri Toole

Darren Seigel

Svetlana Virovtseva

Longboat Key Club & Resort, Longboat Key, Florida
 Wednesday, April 24 – Sunday, April 28
 Seminar: April 25th – April 27th
 12 C.E.U.

SIGN UP TODAY!

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 For more information visit www.smilesinthesun.net

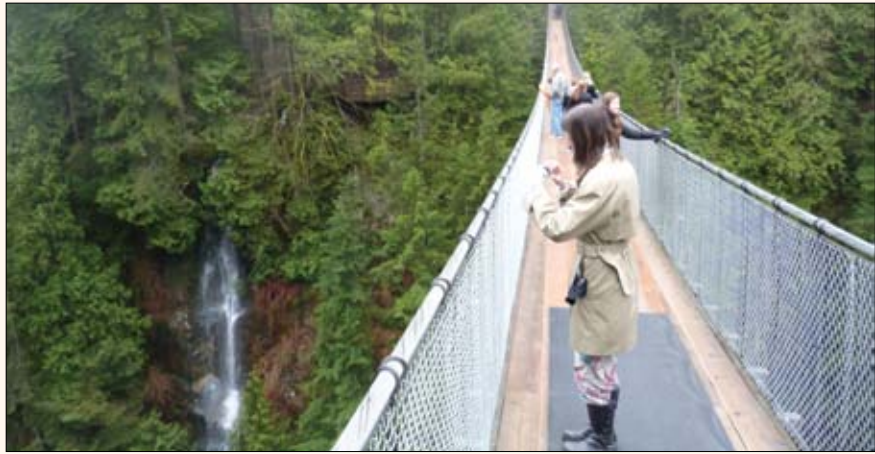
Smiles In The Sun
 Educational, Fun and Relaxing

Pacific Dental Conference: Pause to explore Vancouver

Canada's largest two-day trade show is March 7–9 in the heart of some of Canada's top tourist attractions

Experience the true flavor of the West Coast and earn C.E. credits at the same time. The Pacific Dental Conference has an expert line up of local, North American and international speakers. With more than 130 presenters, 150 open sessions and 36 hands-on courses covering a variety of topics, there is something for every member of your dental team. Explore the largest two-day dental trade show in Canada (www.pdconf.com)

and have the year's first opportunity to see the newest equipment. The spacious exhibit hall invites attendees to see innovative new techniques demonstrated on the live dentistry stage and examine products and services from more than 300 exhibiting companies with representatives who are ready to engage attendees in discussions on creating practice solutions. After the conference, you can take a



Capilano Suspension Bridge, 15 minutes from downtown Vancouver, also has glass-bottomed walkways suspended from a cliff above the Capilano River. Photo/Robert Selleck, Dental Tribune

day to relax and revitalize by exploring some of the great tourist attractions in Vancouver. The ocean is steps from the Vancouver Convention Centre, and

pristine snow-capped mountains offer choice spring-like skiing conditions. (Source: Pacific Dental Conference)



The world's largest dental show is March 12–16 in Cologne, Germany. Photo/Provided by Koelnmesse GmbH

Biggest dental show likely to draw 118,000

The entire dental industry, including all of the international market leaders, will be represented at the International Dental Show in Cologne, Germany. Dental medicine and dental technology will be on display, as will equipment maintenance and infection prevention techniques. Approximately 118,000 attendees and more than 1,900 exhibitors from 55-plus countries are expected at the world's largest trade fair for dentistry and dental technology this March. Held every two years the show is organized by the GFDI Gesellschaft zur Förderung der Dental-Industrie mbH and the commercial enterprise of the Association of German Dental Manufacturers (VDDI). It is staged by Cologne-based Koelnmesse GmbH. This 35th edition of the show runs March 12–16. The focus is on business and product information and the latest findings in science and research. The event will also showcase services as well as information, communication and organization tools. The broad range of products on display from around the world will give visitors the opportunity to get a comprehensive overview of the global dental industry in terms of services, product innovations and the latest trends. Registration and ticket sales are available online at www.ids-cologne.de.

(Source: Koelnmesse GmbH)

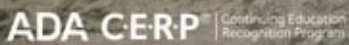
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AACD course registration open

Hands-on workshops filling fast for 2013 American Academy of Cosmetic Dentistry meeting in Seattle

Those who haven't registered yet for the 2013 American Academy of Cosmetic Dentistry conference in Seattle should do so quickly because course selection is open and registration numbers are trending higher than in previous years.

The conference, April 24-27 at the Washington State Convention Center, will offer hands-on workshops and lectures and give attendees the opportunity to earn up to 24 certified continuing education credits. Attendees also can take the Accreditation Written Exam on April 25 to begin the process toward earning the AACD's credential.

"We encourage everyone who's interested in AACD 2013 to sign up as soon as possible," said AACD President Ron Goodlin. "Course selection [opened] Dec. 7, and we are expecting that a lot of workshops featuring our headliners will fill right away."

Headliners at this year's meeting include Drs. Frank Spear, John Kois, Newton Fahl, David Garber, Maurice Salama, Betsy Bakeman, Jacinthe Paquette and Cherilyn Sheets.

In addition to lectures and educational events, the event features many social and networking activities. A welcome reception will take place April 24 at the Experience Music Project Museum, which is near the base of the Seattle Space Needle.

Last year's event was in Washington, D.C., and the hope is that this year's West Coast location will enable many other dental professionals to embrace this educational opportunity — especially those who are located in Pacific Rim countries.

"After two years on the East Coast, we're ready to bring great cosmetic dentistry education back out West," Goodlin said. "Not only will we offer exceptional education, but Seattle is an amazing city everyone must visit. If you come to Seattle, you'll walk away with a new skill set, a renewed perspective on the field of cosmetic dentistry, and a lot of new friends."

For more information, or to register, please visit www.aacdconference.com, to view a digital edition of the conference guide.



The American Academy of Cosmetic Dentistry conference, April 24-27 at the Washington State Convention Center in Seattle, will offer hands-on workshops and lectures and give attendees the opportunity to earn up to 24 certified continuing education credits. Photo/Provided by AACD

About the AACD

The AACD is the world's largest non-profit member organization dedicated to advancing excellence in comprehensive oral care that combines art and science to optimally improve dental health, esthetics and function. With more than 6,400 cosmetic dental professionals in 70 countries, the AACD fulfills its mission by offering educa-

tional opportunities, promoting and supporting a respected Accreditation credential, serving as a user-friendly forum for the creative exchange of knowledge and ideas, and providing accurate and useful information to the public and the profession.

(Source: American Academy of Cosmetic Dentistry)

'Smiles in the Sun' begins with fishing tourney



Interested in participating in the Smiles in the Sun fishing tournament on Wednesday morning, sponsored by Shofu? If you're planning to fish you should arrive on Tuesday, April 23. The clinical portion of the meeting begins Thursday, April 25. The 2013 session is on the beach in Long Boat Key, Fla., above. Photo/Provided by Smiles in the Sun

AD




Why Patient Recall?

Ron Barsotti
President - Recall System Pro

 **Wednesday, January 30, 2013**
10:00 PM (EST)

Register for FREE on
www.DTStudyClub.com



Is it a beautiful beach, world-class speakers for great continuing education, good fellowship? Or perhaps it is fishing, a round of golf or a relaxing time at the spa? Or maybe it's the opportunity to renew friendships and make new ones. Whatever your choice, Smiles in the Sun 2013 in Long Boat Key, Fla., has the perfect combination.

The Long Boat Key Resort and Club is a five-star property that will allow you to learn, play and relax in an idyllic location. Seminars in the Sun 2013 has put together a high-value program of internationally known speakers to bring you the most current information in several disciplines. Jack Hahn, DDS, is known throughout the world as the inventor of the NobleReplace implant and will share his experience in placing more than 30,000 implants. From diagnosis and case selection, to implant surgery, to restoration, Hahn will offer expertise and a wealth of valuable knowledge to better enable you to treat your patients.

Howard S. Glazer, DDS, FAGD, is an international author and clinician who will discuss the ever-changing world of materials and products to give you a better understanding of what is in the marketplace. His knowledge of the "latest and greatest" materials will guide you through the "jungle" of the big catalogs to better understand what is faster, easier and better for your patients and for you.

Additionally, there will be two mini seminar tracks designed for dentists, spouses and staff to gain an understanding and appreciation for what the electronic and social media can do to put you and your practice in the forefront as a leading dental

office. Tennli Toole from Smile Reminder/Solution Reach, will share the secrets of building patient loyalty when patients are not in the office — by integrating user-friendly acquisition tools into your daily communications. She will give you an easy-to-follow recipe for success without having to remodel your team's work habits.

Darren Seigel and Svetlana Virovtsseva will show you how to get your website to the top of the search engines. From the top of Google, to dominating social media, these two wonderful speakers from www.topdentists.com will show you how they have already helped more than 2,000 of the most successful dentists in the United States build and maintain an effective online marketing program.

All these presentations will make a positive difference in your daily practice and should not be missed. In addition to the education program there are many social functions planned, including a welcoming reception, fishing tournament and sunset beach bash barbecue. Access by air is easy via the Sarasota, Tampa or Regional Southwest airports.

So whatever your pleasure, Smiles in the Sun 2013 has the answer: Learn in the morning and play all afternoon in a wonderful location at a beautiful time of year, enjoying the best that the west coast of Florida has to offer. See you there!

More information about the meeting is available at smilesinthesun@verizon.net, www.smilesinthesun.net or by calling (631) 423-5200.

(Source: Smiles in the Sun)

Greater New York Dental Meeting attracts more than 53,000

2013 GNYDM set for Nov. 29–Dec. 4

Final registered attendance numbers for the 88th annual Greater New York Dental Meeting came in at 53,481, of which 18,305 were dentists representing all 50 states and 130 countries. The meeting continues to be the largest dental meeting in the United States.

Organizers of the 2012 Greater New York Dental Meeting describe the event as a complete success. The convention/exhibition/congress, held Nov. 23–28, opened in the Jacob K. Javits Convention Center just four weeks after Superstorm Sandy cut a path of destruction across the Eastern Seaboard of the United States.

The Javits Center experienced some exterior damage and extensive flooding on its lower level, but an around-the-clock effort had it up and running in time for the meeting to open as scheduled. The GNYDM was packed with its usual vast array of the latest in technologies, resources, products — and an extensive agenda of educational opportunities.

Meeting organizers report that the reaction from attendees, exhibitors and sponsors was unanimous: Not only were the exhibit floor, clinicians and networking events well received, but sales opportunities were described as unprecedented.

Planning is well under way for the 2013 meeting. The dates are Nov. 29 through Dec. 4 for the scientific meeting and Dec. 1 through Dec. 4 for the exhibit hall.

The Greater New York Dental Meeting is sponsored by the New York County Dental Society and Second District Dental Society.

The high-energy event, which never has a pre-registration fee, draws top dental professionals with an expansive exhibit hall and more than 300 educational courses, including full-day and half-day seminars, essays, hands-on workshops and a live, 430-seat, high-tech patient demonstration area.

Free registration is now open for 2013 at www.gnydm.com.

(Source: Jayme McNiff, Greater New York Dental Meeting)



Registration for the 2012 GNYDM was 53,481, including 6,914 international attendees from 130 countries. Photo/Robert Selleck, Dental Tribune

AD

Pacific Dental Conference

Save these dates!

March 7–9, 2013

Vancouver, BC Canada

Inspiring speakers
Fantastic networking
Unforgettable location!

- ✱ Three days of varied and contemporary continuing education sessions are offered
- ✱ Over 130 speakers and 150 open sessions and hands-on courses to choose from, as well as the Live Dentistry Stage in the Exhibit Hall
- ✱ Over 300 exhibiting companies in the spacious PDC Exhibit Hall
- ✱ Excellent Spring skiing and snowboarding on local mountains or drive the scenic Sea to Sky Highway to Whistler/Blackcomb

Registration opens October 15th, 2012 at...

www.pdconf.com