

# today



## Scenes from Monday

Pal around with Austin Powers, drink some beer and check out the latest entertainment device for patients.

»pages 6–8



## Clinical couture

You don't have to go to Paris to see the latest in medical professional fashion. It's on display here in the exhibit hall.

»page 10



## A new way to mill

Been holding back on looking into chairside milling? Well, hold back no longer. A new type of product has arrived.

»page 14

# Lots to explore

By Fred Michmershuizen, *today* Staff

Where can you see a 10,000-year-old mammoth tooth? Or rub elbows with Austin Powers? How about a complimentary serving of Brooklyn Lager? If you're here at the 89th annual Greater New York Dental Meeting (GNYDM), you can find all of this and much more on the exhibit hall floor.

The experts at HealthFirst (booth No. 1801) are staffing "Compliance Help" information stands, where you can find out everything you need to

»see *EXPLORE*, page 11



• Dr. Ivica Viskupora of Slovakia takes a picture with Floyd at the DENTSPLY Caulk booth, Nos. 2600/2800. Stop by to take your picture with Floyd and learn about AquasilUltra. (Photo/Sierra Rendon, *today* Staff)

# Head-to-toe education

By Chadette Maragh & Sierra Rendon, *today* staff

■ Education sessions covered all the bases – and all the body parts – on Monday during the Greater New York Dental Meeting.

Orasoptic's Vanessa Velasco and Tom Lindsey brought the best in human engineering to the Dental Tribune Media Lounge on Monday afternoon with a presentation on two of the company's most recent additions: the groundbreaking XVI all-in-one dental loupe and headlight and



• Vanessa Velasco and Tom Lindsey are all smiles after their presentation on Orasoptic at the Dental Tribune Media Lounge. (Photos/Chadette Maragh, *today* Staff)

»see *EDUCATION*, page 12

AD

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# Coming in 2014: World Implant Expo

■ The Greater New York Dental Meeting (GNYDM) has announced it will introduce a World Implant Expo in 2014 to facilitate the education of dental professionals in all aspects of implantology. The GNYDM will subsequently expand its exhibit floor to include companies involved with implant products, technology, bone replacement materials and equipment.

The GNYDM will use its expertise in educational programming to include sponsored implant programs through an opening day symposium on Sunday morning, corporate forums on Sunday afternoon, a clinical innovations session on Wednesday,

## Here at the GNYDM

More information on the 2014 Implant Expo will be available at a press conference to be held at 11 a.m. today on the exhibit floor in the Press Conference Center in the rear of aisle 5800.

day, three additional days of seminars and hands-on workshops and a research poster competition as well as new products, live patient demonstrations and technology pavilions. All together, this will serve to increase the market for implant solutions through multimedia event programming.

The GNYDM is not only the largest dental event in the United States but it is also one of the largest health-care conferences throughout the country. The GNYDM is a chosen member of the U.S. Department of Commerce's International Buyer Program.

Both companies and dentists are encouraged to participate in this unique opportunity. Dana Soltis, sponsorship and advertising manager, is available onsite here at this year's meeting to answer questions.

For additional information on the Implant Expo, contact [dana@gnydm.com](mailto:dana@gnydm.com) or Implant Expo Chairman Dr. James Doundoulakis at [implants@gnydm.com](mailto:implants@gnydm.com).

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We welcome you to our booth at GNYDM, where you can see live demos, try our products and much more.

**Booth 833/834**

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**Scientific Session:**  
Sunday 9:45 am. CAD/CAM Technology in Implant Abutment Design  
Course No: 3070 - Speaker: CDT, MDT Daniel Alter  
Wednesday 1:10 pm. Clinical advantages in digital dentistry  
Course No: 6040 - Speaker: DDS Jonathan Ferencz

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# Total digitization of the dental office

## Henry Schein event looks toward the future

■ At the Henry Schein Digital Dentistry Forum on Sunday evening, Henry Schein Chairman and CEO Stanley Bergman confirmed the company's commitment to playing a central role in the complete – and inevitable – digitization of the dental practice.

The forum was held at the Rubin Museum of Art in Manhattan, in the museum's theater and reception facilities. Five main speakers represent-

### Here at the GNYDM

For more information, to learn more about Henry Schein's commitment to digital dentistry or to test out the E4D NEVO scanners, visit booth No. 4225.

ing core sectors of the dental industry spoke about the benefits they were seeing through recent advancements in digital dentistry, reinforcing Bergman's projections.

Bergman told the group that Henry Schein was on a path to be the leading provider of digital imagery solutions



Dr. William Busch, speaking at the Henry Schein Digital Dentistry Forum, gives attendees a whirlwind two-minute tour of his highly digitized dental practice. (Photo/Robert Selleck, *today* Staff)

to dental practices in the United States and, ultimately, worldwide. He said the company had already

proven itself in the practice management arena and was drawing closer to merging that with "the digital highway for prosthetics."

Dr. Robert Gottlander, Henry Schein vice president, global prosthetic solutions, said the growth in digitalization with scanning and milling was already rapidly advancing. But in the end, he said, the materials being used for restorations – and what materials to use for specific needs – would be a central component.

Dr. Marcus Abboud, director of continuing education at the Stony Brook University School of Dental Medicine, spoke about advancements in the customization of materials and processes for the individual patient – all made possible through digital technology. He said today's dental students demand digital technology in the classroom, which prompted the school to create one of the country's first digital dentistry programs.

David Lampert, vice president of Town & Country Dental Studios in Freeport, N.Y., spoke about the dramatic changes the 52-year-old company has experienced in the past 10 years as it has kept pace with digital advancements. He said it was basic fact that digital information was more accurate than any analog impression and that monolithic impressions milled from digital scans were faster, less expensive and produced better margins for restorations.

Dr. William Busch, who has a multispecialty family practice in Kansas City, Mo., and is the chairman of the customer advisory panel for Dextrix, spoke in detail about his high-tech office, taking attendees on a two-minute tour of a typical patient arrival, procedure and follow-up, with digital technology seamlessly linking nearly every step.

Throughout all of the presentations, the speakers followed a common theme of putting the patient first. Bergman's "It's all about the patient," was stressed by every speaker in various constructions, with digital dentistry heralded as a way to provide patients with better, quicker, longer-lasting and more comfortable care.

Following the presentations, attendees were invited to try out E4D NEVO scanners connected to NEVO Design Center laptops at a number of stations. The scanners also are available to test out at booth No. 4027.

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In essence, become a mouth doctor with ability to do things you never were taught in dental school. You have patients in your practice RIGHT NOW that can benefit from these concepts and you have the opportunity to change their lives starting the day you return to your office.

And now, instead of you having to go to Las Vegas, LVI is bringing this unique and valuable information to you. Dr. Bill Dickerson, Dr. Heidi Dickerson and Dr. Mark Duncan will present this information in a practical, easy to understand manner where you will feel comfortable presenting these exciting and practice building new options to your patients on Monday. Don't miss this golden opportunity to find out about this incredible world of dentistry that awaits you!

"LVI has given me a new driving force in my career. It has recharged my enthusiasm for dentistry and made me realize that my career choice was not a mistake."

—Dr. Charles Shin, Stouffville, ON

"I wish I would have attended LVI earlier in my career. I still have time to make a difference but this info is too valuable to not be used throughout an entire dental career."

—Dr. Tim Stirneman Algonquin, IL

"Not only did I learn what I didn't know about dentistry, I learned how to help my own long history of pain in the head and neck. Thanks for the missing link."

—Dr. Paul Bell, Denver, CO

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June 18-20, 2014

October 1-3, 2014

December 10-12, 2014



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# Scenes from Monday



• Luz, left, and Ruth show off their colorful face paint at Valplast International (booth No. 418).



• Richard Gross, senior product manager at DentalEZ, shows off the company's newest members of its classic 430 handpiece line. Available in two configurations, the 430 SWL 45 and the 430 SW 45 are both equipped with a unique 45-degree angled head that provides access to hard-to-reach posterior areas.



• Torsten Oemus, publisher and chairman of Dental Tribune International, with Prof. Dr. Francesco M. Mangani, a Tribune CME speaker.



• If it's late fall, it's time for the Greater New York Dental Meeting.



• Yes! They're serving Brooklyn Lager at DC Dental Supplies (booth No. 5201).

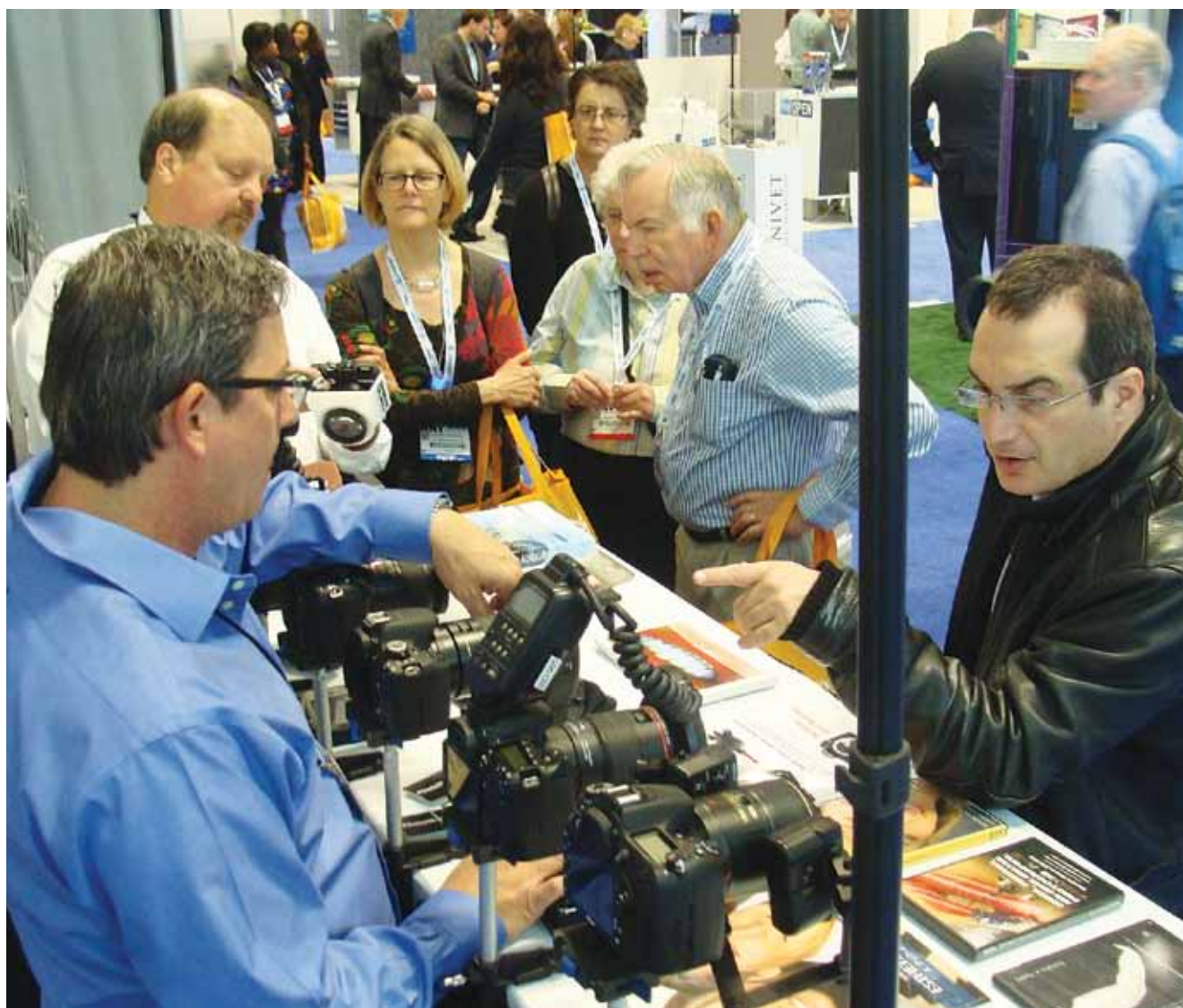


• Kim Stevens of Keystone (booth No. 2007).



• He's back! To get your picture taken with Austin Powers, stop by Millennium Dental Technologies (booth No. 4033).

**Photos by today staff/  
Fred Michmershuizen,  
Sierra Rendon  
and Anna Kataoka**



• Meeting attendees learn about cameras and photographic equipment from the experts at PhotoMed (booth No. 1100).



• Mike Heyn of Aribex (booth No. 4131) holds the NOMAD Pro 2.



• Clifford Magnuson of SharperPractice (booth No. 117) demonstrates a visual entertainment device for patients.



• A presenter offers educational information at the Carestream Dental booth (No. 4416) on Monday afternoon.



• These guys are wearing butterfly wings to help promote the Monarch line of infection control products available from Air Techniques (booth No. 3809).



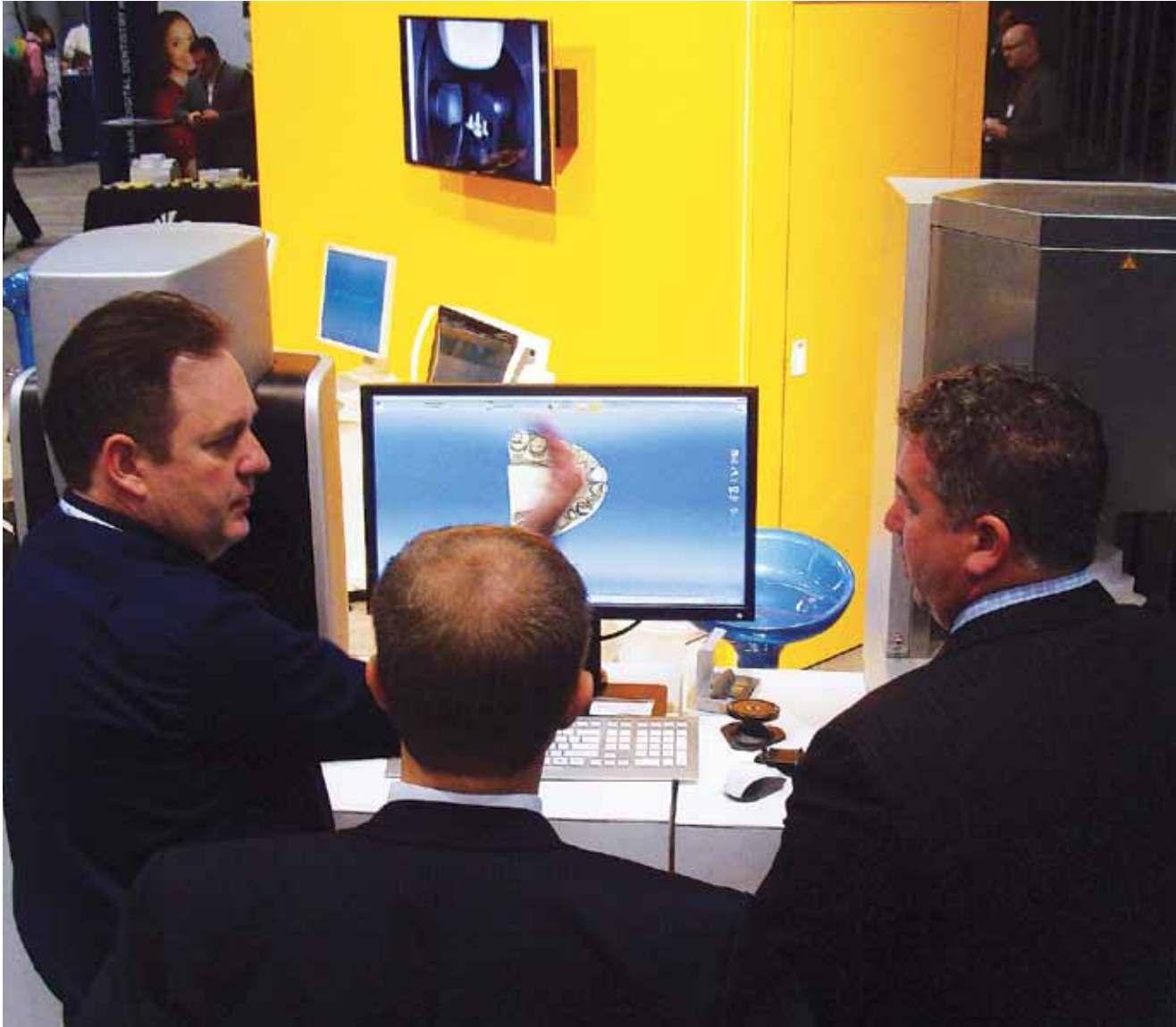
• From left, Richard Olff, Tanya Beck and Dave Sherman of Roydent (booth No. 1208).



• The NSK booth (No. 3236).



• Anish Patel, left, and Shahbaz Awan of Brush Buddies (booth No. 4812).



• Meeting attendees stop to learn more at Sirona (booth No. 436).



• Jari-Pekka Teravainen, left, and Brett Hines of Planmecha (booth No. 4005).



• Scott Thomasson of VELscope at the LED Dental booth, No. 3313



• Roberto Alcantara of Angelus (booth No. 422).



• From left, Dr. Charles Schlesinger, Annamarie Pino and Victor Bianchi of OCO Biomedical (booth No. 3324).



• Robert Drake of Broadview Networks (booth No. 4733).



• Meeting attendees learn more about bone-grafting materials at the Implants booth (No. 3431).



• Kent Kohli, CDT, left and Craig Pickett, CDT, of Whip Mix Corp. (booth No. 532).



• Dr. Marty Kaplan, left, and Matt Goldstein of DC Dental Supplies (booth No. 5201).



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