

# today



### Scenes from Tuesday

Cuddle up with some furry creatures, catch a wave and find out why there is a man dressed as a cow.

»pages 6–8



### Live from New York

Ever wonder what goes through the patient's mind during a live demonstration? Wonder no more.

»pages 8 & 9



### A look of its own

There is no imitating Sulzer Mixpac's mixing tips when you can have the real thing. Pick some up today.

»page 12

# Miles of aisles

Attendees stream through the many aisles of exhibiting companies during the Greater New York Dental Meeting. (Photo/Sierra Rendon, today Staff)



By Robert Selleck, today Staff

The Greater New York Dental Meeting has long been a favorite venue for companies to highlight new and improved products and services, and this year is no exception.

The exhibit hall's miles of aisles beckon with fliers and signs announcing advancements in virtually every sector of dentistry – and new deals on the proven state-of-the-art products. Following are a few highlights a hike revealed Tuesday.

Jerry Herman, DDS, is in booth No. 4537 to introduce for the first time at the GNYDM the MouthWatch, an intraoral camera system for patients to use at home. It lets patients send high-resolution images of their mouth directly to their dentists via a HIPPA-

\*see MILES, page 3

## Digging into details

Tuesday's education sessions explore CAD/CAM and more

By Chadette Maragh & Sierra Rendon, today staff


Living in a digital era, it's no surprise the dental field has made many technological advancements in the past couple decades – one of the most beneficial being CAD/CAM.

\*see DETAILS, page 9




Dr. Robert R. Edwab offers hands-on instruction to participants during his half-day workshop, 'Treating Medical Emergencies: Oral Surgery Workshop for the General Practitioner.' The session was an AGD MasterTrack Program. (Photo/Sierra Rendon, today Staff)

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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 Wednes-

## 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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**MILES** *from page 1*

compliant online platform. The idea is to tighten the connection between patient and practice, boost recall rates for cleanings and improve overall patient compliance – in part by enabling them to examine their own mouths in privacy and see just how bad their teeth and gums might be looking.

Herman's goal was a system for the same price as a powered toothbrush, which, at \$130, he hit. Consumers can buy the scanner and then find a MouthWatch dentist through an online referral site – or ask their dentist to use the system. Or dentists can provide the wand to their patients.

For more complex treatments, a dentist might even give the device to a patient at no charge. For dental professionals, per-unit prices drop for larger quantities.

- Biolase (booth Nos. 600/5037/5327) used the GNYDM to introduce its GALAXY BioMill, which the company developed and designed in conjunction with the German company imes-icore.

It's an open-architecture CAD/CAM system for scanning, designing, milling and finishing crowns, inlays and veneers in the dental office in a single appointment.

It uses the 3Shape Trios intraoral scanner to capture high-resolution 3-D digital images of the teeth and crown-preparation site, all of which are then processed through a CAD/CAM software program to design the restoration.

The design is then transferred to the GALAXY BioMill to mill the crown using the latest in esthetically pleasing, biologically compatible and durable tooth-colored materials.

- In booth No. 1212, Isolate is demonstrating its new Isovac™ Dental Isolation Adapter, the latest addition to its dental isolation product line. The Isovac uses dual vacuum controls so you can focus continuous hands-free suction in either the upper or lower quadrants and improve control of moisture and oral humidity.

- In the DEXIS booth (No. 815), you can test out the DEXIS photo® app, which the company unveiled here at the GNYDM. The app enables practitioners to wirelessly send photos directly into the DEXIS Imaging Suite via newer-model iPhones or iPod touches.

DEXIS also announced expansion of its imaging products to natively support Apple hardware and the OS X operating system – coming in the second quarter of 2014.

- In the IQ Dental Services booth (No. 2007), you can see some of the newest imaging technology by checking out the Soredex Cranex 3D dental imaging system with panoramic, optional cephalometric and cone-beam 3-D imaging programs.

- New customers who visit CareCredit in both No. 4014 and sign up for the patient-payment-plan credit service – or request an evaluation to see how CareCredit might best serve their practice – get to leave with a highly coveted Penguin Pillow Pal.



• Visit Tracey Mager, left, the Penguin Pillow Pal and Roman Feldman in the CareCredit booth (No. 4014) and take one of them home when you sign up for the patient-payment service – or request a practice evaluation. (Photos/Robert Selleck, today Staff)



• In the IQ Dental Services booth (No. 2007), Ted Osterer, left, and Curt Marsh, are ready to tell you about the Soredex Cranex 3D dental imaging system with panoramic, optional cephalometric and cone-beam 3-D capabilities.

AD

### 3Shape Dental System™ & TRIOS® The CAD/CAM systems for dental professionals

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**We can't wait to meet you!**  
We welcome you to our booth at GNYDM, where you can see live demos, try our products and much more.

**Booth 833/834**

Don't miss 3Shape's lectures, with inspiring topics for dentists and technicians  
**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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# Scenes from Tuesday



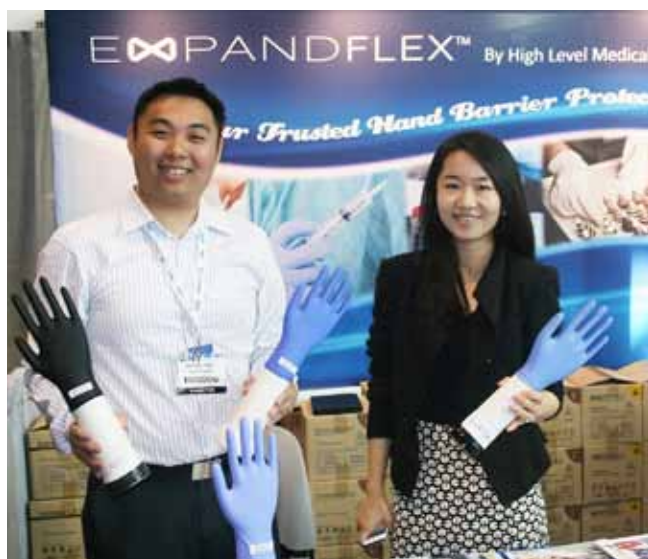
• Head over to the Ultradent Opalescence booth, No. 300, to experience the new Opalescence Go!



• Brian Choi of Hiossen Dental Implants, booth No. 4036, helps an attendee pick out an implant system.



• Jerry Vogel of Panthera Dental (booth No. 4843) holds the Panthera Anti-Smoking Device.



• Edward Yong and Kathy Huang of High Level Medical, a first-time exhibitor at GNDYM, show off the company's ExpandFlex gloves at booth No. 202.



• Where can you find a surfboard in New York City? Right here at the SurfCT.com booth, No. 4311.



• Charles Rieger of Sherman Specialty (booth No. 3934) cuddles up with some of the company's furry critters.



• Aleksandra Ignatenko, left, and Zoya Lavrova of GPP Group (booth No. 4341), manufacturer of Nature's Charm braided dental floss. Stop by to learn more and to see a 10,000-year-old mammoth tooth.

**Photos by today staff/  
Fred Michmershuizen,  
Sierra Rendon  
and Robert Selleck**



• What's that you are wearing, Roger Telegan? Apparently the cow theme this year at Sikka Software Corp. (booth No. 3437) is all about 'M.I.L.K. — Market Internally Like [you] Know.' It's all about using the right tools to optimize a practice's financial performance, Telegan says.



• PIERREL Pharma, booth No. 4129, offers Orabloc, an amide local anesthetic containing a vasoconstrictor indicated for local, infiltrative or conductive anesthesia in both simple and complex dental procedures. Fabio Velotti can tell you more at the booth.



• Adam Sommer of ConeScan (booth No. 4237).



• Mitzi Coatney of DenTek passes out a sample bag at booth No. 4234.



• Larry and Ellen Wallace, the husband-and-wife team behind the new Larell One-Step Dentures, speak to attendees at the Patterson booth, No. 3600. Larry Wallace, a board-certified oral and maxillofacial surgeon, developed the system, which uses patented semi-custom dentures that allow clinicians to fabricate full dentures in one visit in about an hour with no lab costs. To learn more, Wallace will offer an instructional class today at 9 a.m. in the exhibit floor aisle 3600 glass classroom.



• Dr. Kingsley and a group of his dental students from the Institute for Health Education in Jersey City enjoy checking out the exhibit hall on Wednesday.



• Go have some fun with Caitlin Wright and Sam Turner at the Coltene booth, No. 4202.



• Meeting attendees listen to an educational presentation in the CAD/CAM & Cone Beam Pavilion on Tuesday morning.



• From left, Wilson Chediek, general chairman of the 32nd CIOSP; Adriano Albano Forghieri, president of the Sao Paulo State Dental Association; Torsten Oemus, CEO of Dental Tribune International; and Silvio Jorge Cecchetto, president of the Brazilian Association of Dentists, celebrate the new partnership between DTI and APCD/ABCD, organizers of the annual CIOSP, the largest dental meeting in Latin America.



• Les Kalman is the inventor of the Virtual Facebow open-source app. You can stop by Research Driven (booth No. 1004) to learn more and to scan a QR code from your smartphone or tablet.



• Want to break up your day with a little magical fun? Stop by and see the magician at the DC Dental booth, No. 5201.



• Krimzon Marrero leads an informational session at the Philips Sonicare booth, No. 4800.



• Meeting attendees visit exhibitors on the show floor Tuesday morning at the Greater New York Dental Meeting.



• Meeting attendees visit with an expert at Smile Line USA (booth No. 837) to learn more about dental technology.



• Stop by booth No. 124 to learn more about DENTSPLY Implants' many product lines for complete implant care.



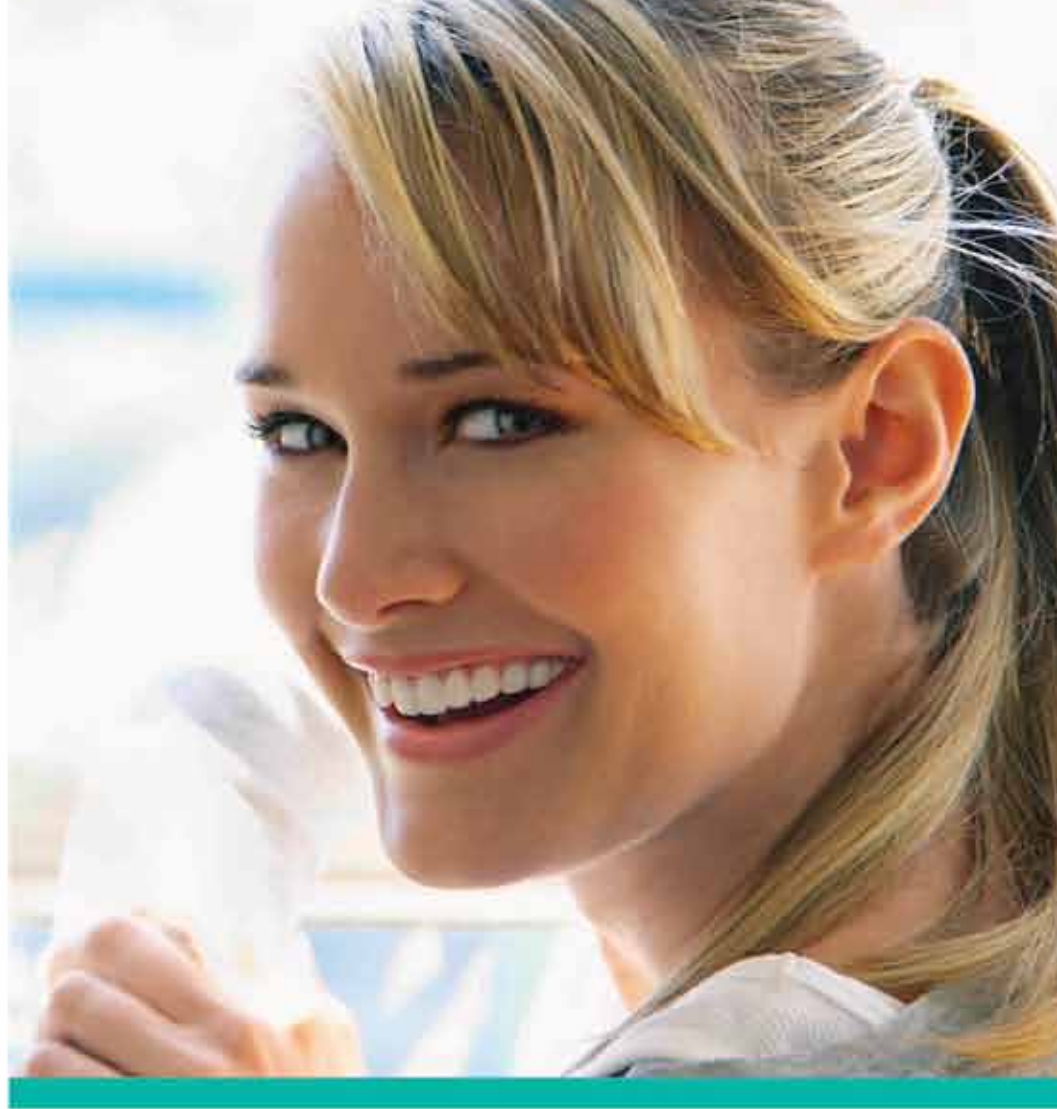
• It's not too late for your hearing check! Stop by the exhibit floor rear aisle 5400 for your 5-minute hearing screening.



• If you, too, are celebrating Hanukkah here at the GNYDM, you might appreciate the menorah made of dental implants at AB Dental, booth No. 5827. Say hi to Ofra Bar-Shalom when you're there.



• Attendees wait in line for a chance Tuesday to check in on email and other web activities at the Internet Café.



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# Live dentistry: Is it for you?



**Dentist, patient share insights on being center stage for laser treatment**

By Robert Selleck, *today* Staff

At left, Dr. Charles Braga performs a Laser Assisted New Attachment Procedure (LANAP) on volunteer patient Logan McClain on the Live Dentistry Arena stage Tuesday. (Photo/Robert Selleck, *today* Staff)

Charles Braga, DMD, having just completed his fourth live-dentistry demonstration at a major U.S. dental meeting, is quick to sum up what it takes to perform onstage in front of a large group of peers with a camera projecting his every move onto huge video screens: "I have a decent facility available — and I don't panic easily."

But what about the patient? What does it take as a patient to schedule your next dental appointment to be onstage in front of a crowd of 150-plus spectators? Logan McClain, 33, the Bronx resident who was in the

## Here at the GNYDM

To learn more about the PerioLase MVP-7, visit Millennium Dental Technologies in booth No. 4033.

chair for Braga on Tuesday in the Live Dentistry Arena, has this take on it: "I'm down for anything — especially something that improves my health."

And that was the outcome Tuesday, with a glowing prognosis from Braga and a beaming McClain thanking Braga for saving his gums with the laser surgery being demonstrated.

"It's a revolutionary laser-based definitive method of treating gum disease," Braga said of the procedure he performed with the PerioLase MVP-7 produced by Millennium Dental Technologies, which sponsored the session. "It's better than scaling and root planing and old-style resective surgery, which patients just don't want anymore."

That's exactly what led McClain to the chair on center stage. After his dentists advised him that he needed surgery and mentioned laser treatment as an option if he wanted to avoid loss of gum tissue, McClain searched the Internet to learn more. "I was willing to pay for better gums," McClain said.

His search for the best LANAP procedure and dentist led him to Philadelphia, where the price was a bit steeper than he was immediately prepared for. That dentist connected McClain with Millennium. The company is always looking for surgery candidates for its training program because hands-on training is required before a dentist can take possession of the laser. Patients are treated at no charge and monitored for a full year of followup.

McClain had his first two quadrants addressed in a training class 10 days before the live-dentistry session, with three dentists and the instructor working on him. That took about four hours. "This was a lot quicker," McClain said of Braga's work on the final two quadrants Tuesday. "It was amazing."

"A good patient means everything," Braga said, returning McClain's praise. "You were phenomenal."

Braga has been training dentists on Millennium's Nd:YAG laser since 2004, after becoming the country's second practitioner to embrace the technology in 2002, while FDA approval of the then-experimental procedure was still pending. As a former instructor with the international program at the Harvard School of Dental Medicine, where Braga also earned his DMD, he was comfortable and proficient with the role of teacher and missed it.

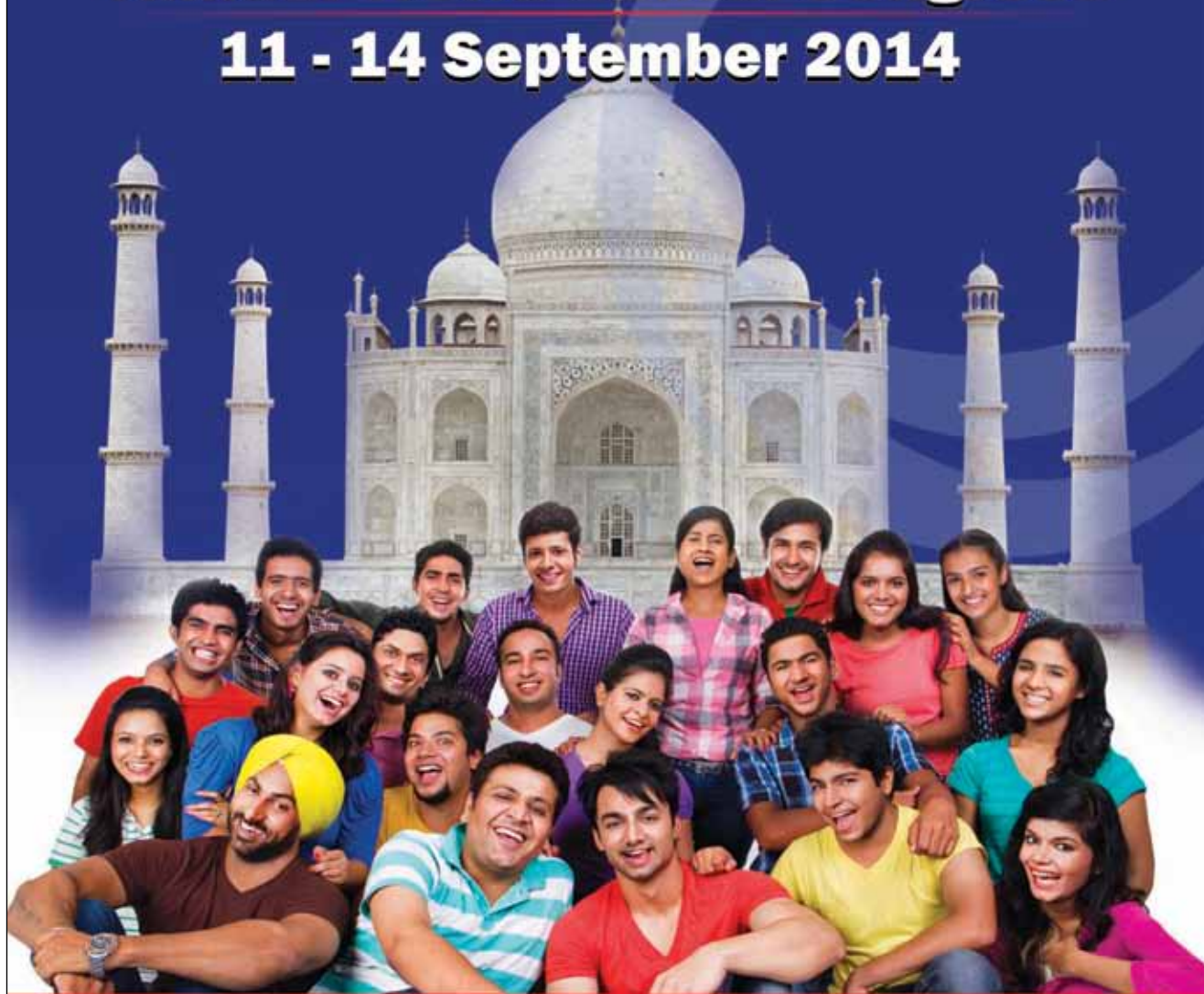
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**DETAILS** \*from page 1

Precise and increasingly user friendly, today's CAD/CAM technology serves dentist and, in turn, their patients on a large scale. On Tuesday, Manhattan dentist Simon W. Rosenberg led the CAD/CAM Pavilion Lecture Series mini-discussion on CAD/CAM's revolutionary technology, integration into dental practice (specifically with dentures) and its benefits to the industry.

According to Rosenberg, today's CAD/CAM technology allows the average dentist a number of options in high-speed design and manufacturing, more significantly in regards to implant prostheses, crowns, orthodontic aligners and cosmetic digital imaging.

Referenced frequently throughout Rosenberg's presentation, Dentca and Invisalign (denture and aligner manufactures) founded their products through CAD/CAM technology by careful analysis and research. Both companies boast a two-to-three visit schedule per patient to fully complete the design and manufacturing of their products, eliminating chairside time and increasing profitability. The two to three visits incorporate impression creation, a second patient visit less than a week later and an optional patient follow-up.

In addition to the CAD/CAM series, the variety of educational opportunities Tuesday continued to reach a wide span of topics and subjects with extended sessions, including the Dental Assistant Pavilion, ICOI seminars, all-day orthodontic seminars and much more.

Here is just a sampling of the many education sessions that GNYDM attendees took part in:

- **Orthodontic seminars:** Speakers Dr. Cristina Teixeira and Dr. David R. Musich spoke in this afternoon program on topics such as "Misconceptions in Orthodontic Early Treatment" and "Early Class II Treatment: A Minimally Invasive Treatment Approach," respectively.

- **Live Dentistry Arena:** The all-day live sessions included Dr. Jack Griffin Jr. demonstrating dependable, efficient preparations for monolithic lithium disilicate or zirconia crowns, digital impressions, cementation and finishing, featuring some of the most dependable materials available today. Dr. Aeklavya Panjali also spoke in a Live Dentistry session, as he surgically placed and restored a complex immediate placement implant case.

- **ICOI seminars:** The International Congress of Oral Implantologists' Tuesday morning and afternoon half-



• Manhattan dentist Simon W. Rosenberg breaks down Invisalign's CAD/CAM technology to curious fellow dentists. (Photo/Chadette Maragh, today Staff)

day seminars featured Dr. Michael Tischler, Dr. Alvaro Ordonez, Dr. Gordon Christensen and Xana Winans. Topics ranged from "The Zirconia Screw-Retained Implant Bridge" to digital dentistry to social media marketing.

- **Dental Assistants Pavilion:** Shannon Pace Brinker, CDA, spoke on "Becoming a Whitening Specialist in Your Practice," which focused on practical techniques for in-office and take-home whitening.

**LIVE** \*from page 8

Plus, he's a huge believer in the benefits of the procedure. "It's more comfortable to the patient," Braga said. "It's tissue-sparing, with no cutting out and throwing away, which leaves the long roots that nobody likes. It's safe, effective and proven."

Still, McClain said he was a bit anxious Monday night and didn't get much sleep. But it wasn't because he was worried. "It was just the prospect of being healthy and having people watch the progression of that," McClain said. "I would do it again."

Braga has performed the procedure thousands of times, and today, as part of a group practice in Raymond, N.H., he performs it almost exclusively. "LANAP requires the Nd:YAG laser," Braga said, "so this is pretty much the only laser (the PerioLase MVP-7) for it. It's very specifically designed to do this procedure. It's quite unique. ... (The procedure) has great healing results without the old-fashioned side effects of conventional therapy."

McClain, a group-fitness instructor who has lived in the Manhattan area his entire life, would agree. "I talk to a lot of people throughout the week, and I'll be recommending this – not the old-school style," he said.

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