

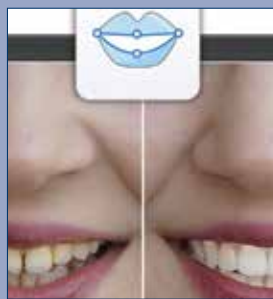
DENTAL TRIBUNE today



It's time to perfect your posture

These new loupes will have you sitting (and seeing) in a new position.

»page 6



The future of smiles is here

Smile Design app can let your patients see their possible smiles.

»page 6



Imagine the perfect nasal hood

Product allows for the efficient administration of nitrous oxide.

»page 10



• Attendees stroll the exhibit hall during the 2019 American Dental Association's annual meeting, held that year in San Francisco and in conjunction with FDI, the last time the ADA was held in person. This year, the entire meeting has a new look and feel. (Photo/*today* Staff file photo)

A new (dental) world

By *today* Staff

■ This week here in Las Vegas, the American Dental Association is welcoming dental professionals to a completely re-invented in-person annual meeting. For the next three days, meeting organizers are promising those who have gathered here at the Mandalay Bay Resort and Casino a wide array of electric events, dynamic

»see *NEW*, page 3

'The ADA is your family and it has your back'

Interview with Dr. César R. Sabatés, president-elect of the ADA

By Javier Martínez de Pisón, publisher and editor, Dental Tribune Hispanic and Latin America

■ Dr. César R. Sabatés has two great loves. His family, including a new passion for his recently born first grandson Bruce, whom he adores. And dentistry.

And, as the soon-to-be 158th president of the American Dental Association,

he wants you to know that the ADA is part of your family too, no matter who you are or how you are. Why? Because that is precisely what ADA has been for him throughout his life.

Reaching the top in your field is never easy, more so coming from a first-generation immigrant family background as in Sabatés case. It's a process in which many change their principles and even their character.

Fortunately for the dental profession, Sabatés has adhered throughout his life to values such as love and respect for family and for others, traditional in Hispanic culture.

At a time of great political divisions in the United States, the ADA is a very lucky dental organization to have as president a son of immigrants who

»see *SABATÉS*, page 3



• Dr. César R. Sabatés, president-elect of the ADA. (Photos/Provided by César Sabatés)



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today About the Publisher

Tribune America, LLC
118-35 Queens Blvd., Ste. 400
Forest Hills, N.Y. 11375
Phone: (212) 244-7181
E-mail: info@dental-tribune.com
www.dental-tribune.com

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

President/Chief Executive Officer
Eric Seid
e.seid@dental-tribune.com

Group Editor
Kristine Colker
k.colker@dental-tribune.com

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

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

Product/Account Manager
Maria Kaiser
m.kaiser@dental-tribune.com

Client Relations Coordinator
Leerol Colquhoun
l.colquhoun@dental-tribune.com

Accounting Department
Nirmala Singh
n.singh@dental-tribune.com

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today American Dental Association Show Dailies, Vol. 13, appear during the American Dental Association's SmileCon 2021, from Oct. 11-13, 2021, in Las Vegas, Nevada.

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Opinions expressed by authors are their own and may not reflect those of Tribune America or Dental Tribune International.

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speakers and hot-off-the-press content.

Welcome to SmileCon.

"Let's be honest — 2020 was a tsunami of uncertainty, but we rode out those waves and landed on sunnier shores. And now we're going to an oasis in the desert," 2021 Meeting Chair Dr. Charles McKelvey wrote in his welcome message to meeting attendees in the preview guide.

"SmileCon will be the incubator of dentistry's future, with new ideas propelling our industry forward to heights we have never reached," McKelvey said.

At this year's ADA, education is being presented with more fun in mind, and there's a brand-new exhibit hall as well.

But first, some ground rules.

To enter the meeting, all attendees must show proof of COVID-19 vaccination or negative test results. All

unvaccinated attendees must receive a negative COVID test within 48 hours prior to arrival and check-in at SmileCon to receive their credentials. "At-home" tests will not be accepted. Approved tests include either an antigen test or a nucleic acid amplification test (NAAT).

Based on the current requirements by the state of Nevada, both vaccinated and unvaccinated individuals must wear masks in all indoor public places. Masks will be required during all SmileCon functions regardless of location. Masks may only be removed briefly when actively eating or drinking. Masks will be available for anyone who needs one.

The Opening Session, being held today from 8 to 9:30 a.m., will be a celebration of the dental community. In a year of unforeseen obstacles and unwavering resilience, the American Dental Association hopes you choose not to be afraid of the future but to embrace what lies ahead — together.

The opening keynote speaker is Michelle Poler, a creative and passionate social entrepreneur whose work has been featured on "The Today Show," CBS and CNN. Poler will show you how to deal with the unknown, step outside of your comfort zone and embrace change — opening a world of opportunities for you.

Also today, a New Dentist Reception will be held from 7 to 8:30 p.m.

ADA's newly redesigned exhibit hall — Dental Central — is designed to be the epicenter of your SmileCon experience, the main hub of activity where community, inspiration and business meet.

Dental Central is open today (Monday) from 9:30 a.m. to 5 p.m., Tuesday from 9 a.m. to 5 p.m. and Wednesday from 9 a.m. to 3:30 p.m.

For a complete listing of all the meeting's events, check your show guide or download the official app, which can be found by searching for "ADA Events."

SABATÉS "from page 1

knows how it really feels to be an outsider, who has climbed the professional ladder with the help of many, and who knows very well that now is his turn to make all dentists "feel that the ADA is part of their family."

I think he's uniquely qualified to lead ADA because he is committed to listening to what he calls a "diversity of thought," because he acknowledges that a lot of people helped him along the way in his long journey, and because, as a result, he's really happy with his life, his family and his career. And now he's ready to give back.

That journey started in Camaguey, Cuba, where he was born 61 years ago and where his father was a well-regarded dentist. After the 1959 Cuban Revolution, the family was not allowed to leave for the United States until 1967.

In the U.S., the Sabatés landed in Florida. César studied electrical engineering at the University of Miami, but soon after he decided he wanted to be a dentist and enrolled in dental school at University of Missouri in Kansas City, from where he graduated as doctor of dental surgery (DDS).

Some time later, he moved back to Miami and opened his private practice, which he built little by little, with the help of mentors such as the dentist and art collector Dr. Arturo Mosquera. He joined Hispanic dental organizations such as the American Brotherhood of Latin American Dentists and the Latin American Academy of Osseointegrated Dental Implants. He was elected president of the Florida Dental Association, then member of the ADA House of Delegates and later on member of the



• **As the first Cuban-American president of ADA, Dr. Sabatés hopes to inspire Hispanic students to become dentists and leaders in their communities.**

ADA Board of Trustees, before he ran for president.

During our conversation, he emphasized repeatedly that, beyond all our differences, what all of us have in common is dentistry. He knows this well because, as he told me, "I fell in love with the profession in dental school, and I have been in love with the profession since then."

In the following interview, you can feel Dr. Sabatés genuine love for dentistry in his meaningful answers to my questions, which are far apart from the usual runaround you get from elected leaders in all walks of life, from politics to dentistry.

One of your main priorities as ADA president will be to make sure everybody feels welcome in the association. How are you going to accomplish that?

I want to make sure every dentist knows, that no matter what color or nationality they represent, that they are dentists first, and that is what

unites us. And I want them to feel that the ADA is part of their family, as it has been part of my family for most of my life. Caring is very important to me. I believe it's part of my Hispanic culture to make people feel welcome, and I take great pride on that.

I've already started working on that as president-elect, meeting with all the presidents from the different state dental associations. I started with a platform of welcoming, inviting them to give their opinions and thoughts, so everyone would feel that they are valued and respected. And that is very important to me, not only the diversity of culture, but the diversity of thought. I think that it makes us better dentists and dental associations.

That is something I started encouraging and I will continue to do throughout my presidency and hopefully will be able to get people closer together.

What do ADA members need at this moment?

To be quite honest with you, dentists need to know that there is someone out there for them. COVID-19, as you know, isolated all of us, some of us were quarantined, and we were not able to see our families or friends. So what dentists need is someone to lean on, someone to be the guide for them, to know everything is going to be okay and that we have ways to practice safely. If they need a resource for information, if they need a kind word, a shoulder to cry on, they have to know that they can reach out to us, that we have each other to get through these difficult times.

One of the things that COVID-19

SABATÉS “from page 3”

demonstrated to us is that there are lot of people that have mental health and wellness issues, so this is a time for us to shine a bright light on these issues, come together as a family and help each other out.

The ADA has put forth resources for wellness issues, resources to get your practice back in order, guidelines for financing, guidelines for safety for our patients, all of which is on the ADA website for all our members to see.

Is the main concept you want to convey what you had mentioned previously to me, that ADA has your back?

It's one of them. Really, one of the things I want to stress is that we are one family, we are a dental family. And since we are a family, we have each other's backs.

How do you describe your love for dentistry?

When I enrolled in dental school, I fell in love with the profession, and I have been in love with the profession ever since then. I guess it was in my destiny to become a dentist.

Dentistry fulfills so many spaces. It allows me to be creative and innovative, to connect with other human beings and change their lives for the better. It allows me to go to my community and help the less fortunate, to remove their pain and bring them happiness.

I don't know how else to describe it. For me, it's passion, not work. It's a labor of love.

If I didn't have to pay my bills and support my family, I would do it for free. It is so rewarding to me.

For dentistry to be considered as essential health care, should dentists encourage patients to get tested for diabetes, quit smoking, get vaccinated for flu and COVID?

Yes. That is something we have the opportunity to do every day, through education. I can't tell you the number of patients I have helped quit smoking, the number of patients in which I have seen initial signs in their gingival tissues that alerted me to the possibility that it might be diabetes and referred them to a physician for care.

Dentists not only treat cavities, but rather the entire patient, and we have to be more involved with patients' well-being and provide screening tests for them. We can check their blood pressure, the sugar levels in the office with a simple finger prick test, and screen for early diabetes. We can encourage them to receive all the immunizations they need and explain their importance.

There is a lot of misinformation out there. We have patients in our chair for quite a bit of time, and we have a chance to talk to and educate them. It



• ADA president-elect Dr. César Sabatés says that dentists need to know that there is someone out there for them, that 'we are one family, a dental family.'

is an extremely important role that we have.

Is there a guide on general health for dentists to check with their patients?

The ADA has a lot of resources available to dentists to help provide optimal health for their patients that can be downloaded from the ADA website. One of the things I would like to work on during my presidency is that in the past the role of dentists hasn't been highlighted as essential as it should be among the medical community. I am going to be promoting interprofessional relations with physicians, so they are also educated on what we do, and how we can collaborate on the well-being of our patients.

Do you mean establishing relationships with medical associations and referring more patients to physicians?

One of the active coalitions we have currently at ADA is with emergency room physicians. We are helping them learn the role of the dentistry and how to refer dental patients to us, saving them a lot of time and money.

Unless there is a facial trauma, emergency physicians can only prescribe antibiotics or pain medication. We are trying to create a referral list, so when a dental patient presents to the ER, instead of treating them, they can refer them to a dentist in their community who knows how to treat dental emergencies.

How aware are dentists of the ethics they should uphold?

The Code of Ethics is one of the cornerstones of the ADA, along with the ADA core values. The ADA has seven core values: integrity, excellence, commitment to improve oral health, to evidence-based science, commitment to our members, and to diversity and inclusion. The code of ethics is extremely important for our profession, and most ADA members are very familiar with our five main principles: patient autonomy, nonma-

leficence, beneficence, justice and veracity.

Talking about ethical issues, how do you decide what to do when someone in your staff doesn't want to be vaccinated against COVID-19?

The ADA is behind vaccination. We believe it's the safest way to prevent the spread of this disease. The term "beneficence" in the Code of Ethics means that we must act in the best interest or benefit for our patients, so the ADA encourages all dentists to get vaccinated and the members of their teams to do the same. We do that because the ADA is following CDC vaccination guidelines, and we urge all dental societies and practices to consider these public health strategies available to them to reduce their exposure.

Dentists have been dealing with viral and bacterial infections for many years, and we have demonstrated that we know how to handle safety protocols, and keep both patients and staff safe. And recent studies published in JADA (<https://jada.ada.org/issues>) have shown that we have a much lower incidence of COVID-19 in dental offices than our medical colleagues.

What was your main accomplishment as president of the Florida Dental Association?

One of the things I am most proud of during my time as president of the Florida Dental Association is that we put out a white paper on access to care in the state of Florida, where we outlined for the government necessary steps to increase access to care to all Floridians.

I mentioned there that the things that unite us by far outweigh those that divide us. In Florida, even in Miami, we have many different dental organizations, Nicaraguan, Peruvian, Colombian, and I tried to meet with them and work as one voice, the voice of dentistry, the voice of the ADA.

I agree with doctor Chad Gehani (former ADA president), who is one of my mentors, that we have to speak with one voice, and I have been doing that for many years. The other thing I did was to ask presidents from different diverse dental organizations in Florida to meet with me at the FDA Annual Meeting in Orlando, and we had a pretty decent turn out. We discussed racial and other issues, which have a tendency to divide us. And we pushed that forward in the state. Inclusion has always been a passion of mine.

As a Cuban coming to this country, at first I felt very unwelcomed and different, but there were always people who reached out to me and helped guide me. I am grateful to all those people and I try to pay it forward. That's why I mentioned earlier that my goal is to make everyone feel welcome at ADA.

What will you bring to the table as the first Hispanic president of ADA?

As the first Cuban-American president of ADA, I hope that I would be able to inspire Hispanic students to become dentists and leaders in their communities.

Diversity of thought is something that is very important to me. And as I told you, dentistry is one of the loves of my life, and I have a great passion for serving the profession and underserved communities.

Author's notes

- **Installation:** Dr. César Sabatés will be installed as the 158th president of the American Dental Association on Oct. 16, in Las Vegas, at the ADA's House of Delegates Meeting.
- **ADA Annual Meeting:** Reimagined and rebranded as SmileCon (smilecon.org/en), the ADA Annual Meeting is being held in Las Vegas at the Mandalay Bay Resort and Casino until Oct. 13. An online congress, SmileCon Virtual, is being held at smilecon.org/en/Learn/smilecon-virtual.
- **ADA Membership:** To become a member, go to www.ada.org/en/member-center/join-the-ada or visit www.ada.org for more information.

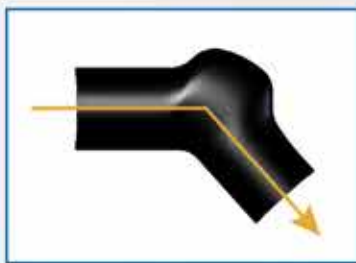
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Keep your chin up, neck straight and eyes forward with Infinity VUE

By Designs for Vision Staff

■ Designs for Vision has several new and innovative products, including Infinity VUE, Panoramic Field and REVEAL.

Designed to provide a straight-forward approach to ergonomics, Infinity VUE loupes are available in 3.0x and 3.5x magnification. Infinity VUE (Vision Up Ergonomics) keeps your chin up, your neck straight and your eyes forward while viewing the magnified oral cavity.

Designs for Vision invites you to try these loupes on to see (and feel) the difference in your posture.

The new patented Panoramic Field Loupes (U.S. pat. 8928975B2) represent the most significant advancement in telescope design in more than 100 years, according to the company. The viewable areas are twice as large as prismatic expanded field designed loupes and up to five times greater than Galilean loupes. Panoramic Field loupes provide unprecedented field of view, clarity, definition and color, the company says.

Designs for Vision has also launched its groundbreaking



■ Infinity VUE loupes, one of many new innovations available from Designs for Vision, are designed to help improve posture. (Photo/Provided by Designs for Vision)

REVEAL™ (U.S. pat. 10215977B1), providing hands-free fluorescence enhanced theragnosis™ (FET™). According to the company, REVEAL

supplies the visual information to support decision making and facilitate proper treatment options in cariology, oral hygiene, periodontology-

Here in Las Vegas

You can see the Visible Difference® by visiting Designs for Vision at booth No. D-2309. To arrange a visit in your office, contact Designs for Vision at (800) 345-4009 or info@dvimail.com.

implantology and restorative dentistry.

Designs for Vision is also introducing the patented intuitive response technology with the Micro IR HDi headlight (U.S. pat. 8,851,709 and RE46,463). The patented IR feature allows you to operate the headlight with hands-free operation. Onboard biometrics sense the position of the headlight to turn the light on when you are working and turn the light off when you look up.

Designs for Vision's WireLess™ headlights free you from being tethered to a battery pack. The simple modular designs uncouple the headlights from a specific frame or single pair of loupes. The compact design of the LED DayLite® WireLess headlights are independent of any frame/loupes.

Now you can show patients their future with Medit's Smile Design app

By Medit Staff

■ Medit, a company known as a leader in 3-D digital solutions, has released Medit Smile Design, part of the Medit Apps collection.

Medit Smile Design software helps perform smile simulation quickly and effectively by working with 2-D images, according to the company. Simply load in an image of the patient and their teeth and show them how they could look with treatment.

According to Medit, Smile Design is an excellent consultation tool because it assists dentists with helping patients envision an outcome. The app lets you create various possible simulations and show the results to your patient for comparison.

Here in Las Vegas

Learn more at www.medit.com. To start your experience with Medit Apps, visit www.medit.com/medit-link-apps.

According to the company, Smile Design is the most utilized and popular app among Medit Apps.

Medit Apps is one offering of many from Medit, a company specializing in 3-D measurement and CAD/CAM solutions for dental clinics and labs, including intraoral scanners, based on its own patented state-of-the-art technology. The company's mission is to provide innovative technology and high-quality products to ensure mutual growth for all partners.



■ Medit Smile Design allows dentists to load in an image of the patient and their teeth and show them how they could look with treatment. (Photo/Provided by Medit)

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Expansion brings new innovations

By Medidenta Staff

■ Medidenta has been serving dental professionals going on 80 years by innovating and never taking its foot off the pedal, according to the company. Medidenta is proud to announce the integration of the following full-scale product categories.

Full hygiene lineup

Prophy Magic's CR Choice DPA lineup consists of more than seven different types of prophy angles to suit your style, air and water syringe tips, prophy paste and new lube-free hygiene

Here in Las Vegas

To learn more about Medidenta's many product offerings, stop by the booth, D-1612.

handpieces that are free with bulk deals on prophy angles.

Expanded handpiece department

Medidenta's expanded handpieces include the introduction of the new Freestyle™ Pro cordless hygiene phenom along with the Air-Free™ 90°,



• (Photos/Provided by Medidenta)

which has realized a new purpose post-COVID. The company also offers its Turbo Torque highspeed, surgical handpieces, essential lineups and

burs—something for every handpiece need. In addition, Medidenta's repair department services all makes and models and offers free UPS pickup.

AD

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Back to endo with Dr. Carlos Ramos on staff

Following the acquisition of the Genius™ Line from Ultradent™, Medidenta is proud to release the Genius Proflex line, along with the M-series lineup that matches up with industry standards but at a fraction of the cost, according to the company. Medidenta also offers the state-of-the-art ACE cordless endo with built-in apex locator and SONUS Piezo Ultrasonic with variable tips that the company promises will simplify endo.

Teeth whitening with 20 years of dental experience

Medidenta now offers a complete lineup of teeth whitening solutions from Whiter Image Dental — 40 percent in-office solutions, take home products from 9 to 12 percent and aftercare products for remineralizing and maintenance. Medidenta is excited to offer this premier line to its customers.

A new complete line of PPE

COVID-19 created the need for many to expand their PPE so Medidenta followed suit, expanding its existing personal protection lines to include ASTM Level 1,2 and 3 masks with KN95 as well as full-face shields both disposable and reusable plus a full product line of 70 to 80 percent sanitizers.

Meet the newest team member



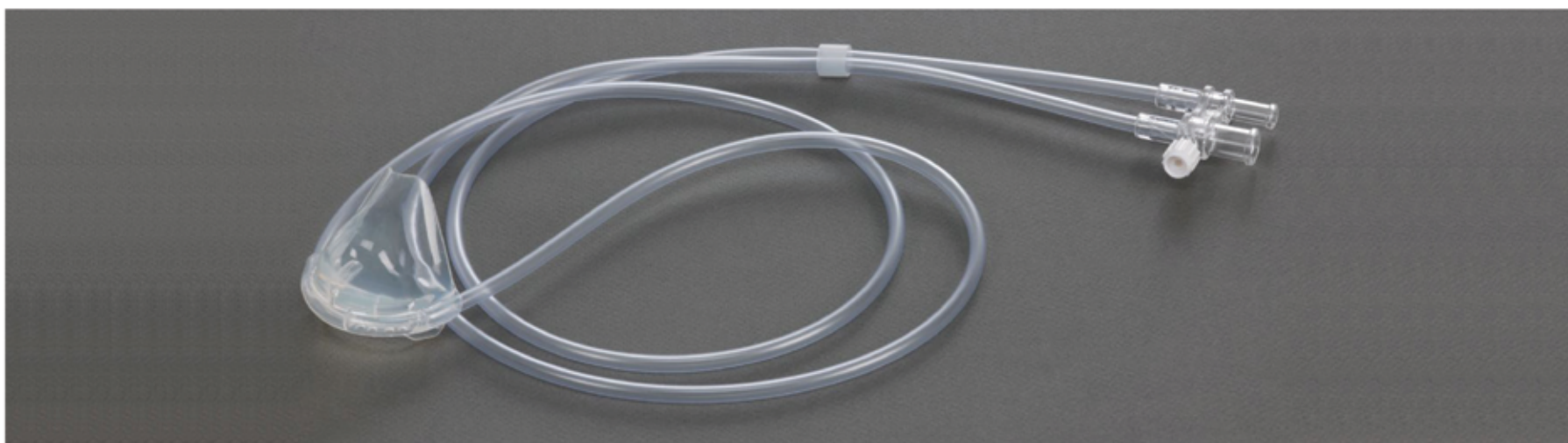
• Cherie Boles

Medidenta announces the hiring and appointment of Cherie Boles as the new sales director for North America. Boles brings more than 32 years experience in dental handpieces, previously with Lares Research and now on board with this growing team. As the director of sales, Boles is available to service existing accounts and introduce Medidenta's expansive catalog to dental professionals nationwide.

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