CHICAGO & AO EDITION

DENTAL TRIBUNE

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

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ADSO SUMMIT HEADS TO AUSTIN, TEXAS

Organization announces headline speakers for this year's event

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INCREASE YOUR TREATMENT ACCEPTANCE RATE

How your dental practice data can lead you to greater success.

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IMPLANT TRIBUNE TOGETHER AGAIN

AO Annual Meeting returns to an in-person event — but virtual options remain.

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'A Dental Tradition': Chicago Midwinter returns in-person

By Dental Tribune Staff

After last year's meeting went to a virtual event because of the COVID-19 pandemic, the dental industry is returning to McCormick Place West for the long-awaited 157th Chicago Midwinter Meeting, hosted by the Chicago Dental Society.

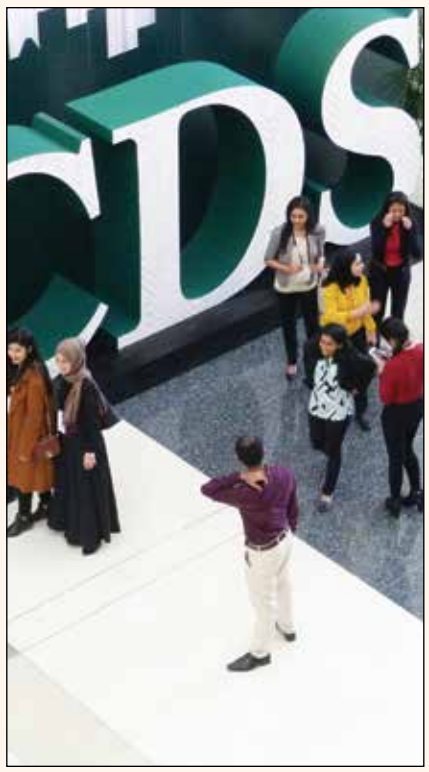
From Feb. 24 to 26 (Thursday to Saturday), attendees to the annual meeting, held in downtown Chicago, will have access to hundreds of courses and exhibitors, plus in-person gatherings with compatriots. Fittingly, the theme of this year's event is "A Dental Tradition."

All participants at this year's Midwinter Meeting are required to wear a facemask, and all attendees must have had at least one COVID-19 vaccination. To help, MEDICOM is sponsoring individually sealed facemasks for use during the meeting. And to make attendance even safer, courses are being staggered to allow time for deep cleaning of rooms between sessions.

The educational offerings promise to be as valuable as ever to the dental professionals in attendance. No matter if you are a new dentist or a seasoned veteran, a general practitioner or a specialist, the Midwinter Meeting has something for you.

A comprehensive scientific program

▸ See CHICAGO, page A3



Attendees gather around the CDS sign in McCormick Place West, home of the Chicago Midwinter Meeting. After a year of a virtual meeting, attendees will once again meet in-person for the 157th edition of the event, taking place from Feb. 24 to 26.
Photo/Dental Tribune Staff

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- Spend an evening aboard the USS Midway as part of the AO 2022 Annual Meeting's President's Reception.

Celebrating 20 years of Give Kids A Smile

More than 7 million underserved children have received free oral health education and services

The American Dental Association celebrates the 20th anniversary of its Give Kids A Smile® (GKAS) program, which has provided free oral health care education and services to more than 7 million underserved children in the United States.

In 2022, nearly 1,000 GKAS events are scheduled to take place throughout the United States, and it is estimated that 300,000 underserved children will receive free oral health education and preventive and restorative services, such as cleanings and fillings.

These services will be provided by more than 20,000 dental team volunteers, including approximately 5,000 dentists using supplies from 3,200 kits of essential oral health care products donated by Henry Schein, Colgate-Palmolive and Henry Schein's supplier partners.

Henry Schein has served as the exclusive professional product sponsor since the program's inception, and Colgate-Palmolive has served as the exclusive sponsor of health and hygiene consumer products since 2007.

"What began as a grassroots effort has become a national movement to ensure access to quality health care for all children," said Dr. Cesar R. Sabates, president of the ADA. "The success of GKAS would not be possible without the nearly 37,000 dental professionals who volunteer at local events each year, in addition to national sponsors, Henry Schein and Colgate, and long-time supporters like the ADA Foundation."

Over the years, Henry Schein's support has included donations from its supplier partners, which have contributed to the $20 million in oral health care products made available to the program and thousands of hours preparing and sending more than 40,000 dental kits.

(Source: Henry Schein Dental)

To learn more

For more information on Give Kids A Smile, visit *www.ada.org/GKAS*.

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Do you have general comments or criticism you would like to share? Is there a particular topic you would like to see articles about in Dental Tribune? Let us know by sending an email to *k.colker@dental-tribune.com*. We look forward to hearing from you!

◂ CHICAGO , page A1

includes 250 lectures, workshops and panel discussions on every topic in dentistry. There are more than 150 speakers, of whom 47 are new to this year's event, according to meeting organizers.

There are also sessions being offered in the Corporate Learning Theater, located in the exhibit hall.

On Friday, Feb. 25, attendees to the meeting are invited to begin their day with the Keynote Session & Recognition Awards, being held from 8 to 9 a.m. in Room W375D.

Dr. Scott D. Swank, curator of the Dr. Samuel D. Harris National Museum of Dentistry in Baltimore, will offer a presentation on how the profession of dentistry has evolved over the decades. He will cover important moments in dental history and even include some dental trivia.

Those who wish to come early may partake in coffee and a continental breakfast, being served from 7:30 to 7:55 a.m.

The Midwinter Meeting concludes Saturday evening with the President's Dinner Dance, hosted by CDS President Thomas Schneider Jr. and his wife, Sarah. The celebration is being held in the Crystal Ballroom of the Hyatt Regency Chicago. Festivities kick off with a reception at 7 p.m., followed by a formal dinner and dancing. Dress is black tie optional.

Exhibit hall activities

This year's Chicago Midwinter Meeting exhibit hall is located in Hall F on Level 3. According to the Chicago Dental Society, this is the most inclusive show yet, with hundreds of exhibitors, many of whom are new to the meeting. A visit to the hall can earn attendees one hour of C.E. per day.

The schedule for the exhibit hall is 9 a.m. to 5:30 p.m. Thursday; 10 a.m. to 6:30 p.m. Friday; and 9 a.m. to 3 p.m. Saturday. The extended hours Friday offer attendees an opportunity to enjoy a "happy hour" beverage during Brews & Bargains, beginning at 4:30 p.m.

Other reasons to stop by the exhibit hall:

- There are more than 300 exhibitors.
- One hour of C.E. is available each day for visiting.
- CDS Member Dentists who purchase or place an order from exhibitors while at the meeting can get a rebate validated at the Rebate Redemption Kiosk.

For a list of exhibitors, to learn more about the Chicago Midwinter Meeting or to register, visit *www.cds.org/midwintermeeting*.

AD

2022 Florida Dental Convention: It's not your average dental meeting

By Florida Dental Convention Staff

Make plans to attend the 2022 Florida Dental Convention (FDC), "Dentistry & Systemic Health: Mouth, Mind & Body Connection," June 23-25 at the Gaylord Palms Resort & Convention Center in Orlando, Fla.

FDC2022 will feature opportunities to discover new products, network with friends and take quality continuing education courses for everyone on the dental team.

FDC2022 will offer 130-plus courses to enhance and refine skills for each person on the dental team. Course highlights include "Pankey Essentials 1," "Pediatric Tongue Tie Treatment," "3D Printing, Whole Body Health & Wellness," "Sleep Disorders," "Aerosol Free Dentistry" and much more. You can earn up to 33.5 C.E. hours at FDC.

An attendee gets some help from the Florida Dental Association staff at the FDC2021. This year's meeting will be held June 23 to 25 in Orlando, Fla. Photo/Dental Tribune Staff

A cornerstone of FDC2022 is The Pankey Institute's "Pankey Essentials 1: A 3 Day Workshop" at a significantly discounted rate.

In this three-day workshop taught by Dr. Lee Ann Brady, attendees will learn the five key areas of exam, diagnosis and treatment planning system: esthetics, occlusion, restorative, biology and the patient.

Not looking for C.E.? FDC offers free exhibit hall passes for dentists and their team no matter where you're from. FDC will feature 300-plus leading exhibitors ready to show you the latest technology, materials and solutions for your dental practice. This pass will give you access to the hall all three days of the convention.

"Come for the C.E., Stay for the Fun" continues to be the FDC motto. Don't miss out on the many fun-filled, free events for registered attendees, including "Dueling Pianos" on Thursday and "Sea Vibes Party" on Friday. As you wind down, enjoy all the fun the Gaylord Palms has on-site including a water park, adult only pool and spa.

Bring your team and join your colleagues June 23 to 25 to discover the "Mouth, Mind and Body Connection" at FDC2022.

Make your hotel reservation and view courses at *www.floridadental convention.com*. Registration opens March 1.

For more information

Head to *www.floridadentalconvention.com* to learn more. Registration opens March 1.

AD

ADSO Summit coming to Austin

By Andrew Smith, ADSO Executive Director

The ADSO Summit is back. From March 29 to April 1, the dental industry will gather in Austin, Texas, for this standout event that brings innovation, connection and empowerment to the forefront. Industry professionals from across the world are attending in an effort to continue the path of success they have paved in the field of oral healthcare.

With the ever-changing landscape of our industry, and the recent upheaval our world has undergone, business success hasn't come easy. This year's summit features tech entrepreneur and author Suneel Gupta, who will share his own experience with success and, along the way, his many encounters with failure.

Gupta is a Harvard faculty member and the co-founder and former CEO of RISE, a telehealth service that provides low-cost health and nutrition services. He sold RISE to One Medical but not before experiencing professional failure again and again. In his bestselling book, "Backable," Gupta shares his personal journey from failure to success, as well as how to pitch new ideas to a diverse audience. His presentation at the summit is made possible by membersy®.

Association of Dental Support Organizations Executive Director Andrew Smith.
Photo/Provided by ADSO

Each day, dentists interact with diverse groups of stakeholders, including patients, support staff and the various departments that comprise each dental support organization. Understanding how to navigate these relationships and come away with "backing" from your stakeholders is the key to long-term success.

In addition to Gupta, I am also looking forward to hearing from innovator and futurist Kevin Surace, a technical pioneer with 93 worldwide patents and contributor to the creation of the first cellular data smartphone. Sponsored by DentalMonitoring, Surace has been recognized as Inc. Magazine's Entrepreneur of the Year and CNBC's Innovator of the Decade. Surace has also served as a keynote speaker for INC5000 and the U.S. Congress and has given countless TED talks.

Rounding out our headline speakers is Connor Lokar, an economist and forecasting expert who helps businesses not only remain profitable but thrive in an ever-changing business world. Lokar will assess business demand for 2022 into 2023 and the key leading indicators that foretell the upcoming cyclical turns in the economy and markets.

He will also explore the potential opportunities and risks in terms of consumer trends, market opportunities, labor issues, production costs and government initiatives.

I am thrilled for what lies ahead for attendees at this year's summit. Our sold-out floor of more than 80 exhibitors will provide ample opportunities to explore the industry's latest tools and technologies. Dental industry professionals can zero in on their organization's interests and growth needs with the reintroduction of our ever-popular educational tracks. Experience customized sessions in marketing, clinical leadership, HR, finance/M&A and operations/IT.

I look forward to seeing ADSO members, non-members and students come together in one place to learn, share and experience what's on the dental horizon.

For more information

To learn more and to register for the ADSO Summit, go online to *TheADSO.org/Summit*.

AD

Hinman 2022 offers exclusive exhibit hall hours March 17, 18

By Hinman Dental Staff

The Thomas P. Hinman Dental Meeting — one of the nation's leading dental meetings and a comprehensive source of continuing education in dentistry — is offering exclusive exhibit hall hours.

Dental professionals are invited to visit Hinman's exhibit hall on Thursday, March 17, from 3 to 5 p.m. and Friday, March 18, from 5 to 6 p.m. to take advantage of dedicated professional networking and shopping time. The 109th annual meeting is taking place March 17 to 19 at the Georgia World Congress Center (GWCC) and Omni Hotel at CNN Center in Atlanta, Ga.

"We are excited to gather together this year in Hinman's exhibit hall, which will offer numerous opportunities to earn free C.E. and learn outside of the classroom about the latest developments in dentistry," said Dr. Kate Robinson, general chair for Hinman 2022. "Our vast exhibit hall features hundreds of exhibitors, as well as several lounges where you can relax after a busy day or catch up with friends and colleagues."

Attendees stop by the information booth during the 2021 Hinman Dental Meeting. This year's meeting will be held March 17 to 19. Photo/Dental Tribune Staff

For more information

To learn more and to register for the Thomas P. Hinman Dental Meeting, go online to *Hinman.org*.

Exhibit hall continuing education

Attendees can obtain free continuing education credit in the exhibit hall throughout the meeting. Table Clinics, held all three days, offer more than 100 table-top presentations that are approximately 10 minutes in length and are provided by volunteers, including military personnel, in the dental community. Participants receive one hour of C.E. credit for each hour they spend in the area.

Another education opportunity is Hinman's Total Health Pavilion, where attendees can learn about healthy living, sample nourishing snacks and talk to lifestyle experts, as well as earn complimentary C.E.

Presented by Crest Oral-B, the Learning Lab Pavilion will feature three free seminars, including a New Product Symposium on Friday, March 18. Six companies will present a new product or service and related research. Attendees can earn one hour of C.E. for each hour of attendance.

In addition to all of that, the Hinman 2022 exhibit hall also offers the Hinman Marketplace for non-dental related exhibitors, The Hinman Shop for merchandise and souvenirs with proceeds helping to fund student scholarships, a social media lounge and a Podcast Lounge, which will host popular dental podcasts while they record episodes live from the exhibit hall.

Visit *Hinman.org* for more information and to register.

AD

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A NEW DAWN FOR DENTISTRY

ADSO SUMMIT 2022 AUSTIN

MARCH 29–APRIL 1

Register today at TheADSO.org/Summit

Find out about our three exciting keynote speakers.
Read the editorial on page A5.

From visionary ideas to best practices, you'll find both—and everything in between—at the 2022 ADSO Summit. Dental industry leaders and their executive teams from organizations of all sizes will be making their way to the JW Marriott in Austin, Texas to:

NETWORK
with DSOs market shapers, practice-changing industry partners and up-and-coming dental talent

DISCOVER
the latest trends in oral healthcare from thought leaders across all facets of the industry

LEARN
about practical and emerging themes in marketing, operations, clinical leadership, people, finance and IT

THEADSO.ORG/SUMMIT #ADSO #ADSOSUMMIT2022 THE ASSOCIATION OF DENTAL SUPPORT ORGANIZATIONS THEADSO THEADSO ADSO

How to use your dental practice data to increase your treatment acceptance rate

By Henry Schein One Staff

You know that treatment acceptance is a key performance indicator (KPI) for your practice, but do you know why your patients accept, deny and/or follow through on treatment? With better data and analysis, you can analyze these trends and increase your treatment acceptance rate.

The new era of data analysis

Analyzing data is the new norm for business. Its application to the healthcare industry — including dentistry — is helping improve treatment presentations and care delivery. To begin analyzing the data in your practice with a view toward improving treatment acceptance, consider the following questions:

- What is the ratio of treatment presentations to treatment acceptance?
- What trends can be observed relative to treatment that patients accept or choose not to accept?
- What can you learn and apply to better prepare for treatment presentations that lead to increased acceptance?

Once you have identified the practice data related to treatment and acceptance, you can then "drill-down" into data specifics, including the following:

- Patient information such as age, gender, general health and insurance. Compare this with appointment frequency, treatment acceptance and treatment follow-through.
- Date ranges where treatment acceptance is high or low.
- Seasonal or societal challenges that may skew data.
- Patient data relative to hygiene and restorative treatment. Hygiene reappointments can give you insight into who's accepting treatment.

You'll also want to learn from your team. They regularly hear feedback from patients. Gather that information and look for trends.

Photo/Provided by Henry Schein One

Finally, analyze patient reviews to determine what's driving satisfaction and/or dissatisfaction.

With all this information, you can then begin to refine your treatment presentation for improved acceptance.

For more information

To learn more about Jarvis Analytics, stop by the Henry Schein One booth, No. 5008, during the Chicago Midwinter Meeting. To schedule a demo, go to *JarvisAnalytics.com*.

Easier access to data via an all-in-one dental dashboard

This process may seem overwhelming, or you may not feel comfortable identifying and analyzing the data in your practice. Software like Jarvis Analytics for Private Practices provides a dental dashboard that tracks the important metrics in your practice and helps you stay on track with your goals.

The Jarvis dashboard gives you a real-time view of your practice data, helps you find hidden production opportunities and fill your schedule. With Jarvis Analytics, your data becomes the engine for your growth. Schedule a demo today at *JarvisAnalytics.com*.

AD

Photo/Provided by W&H

W&H announces strong brand presence at Chicago Midwinter

By W&H Group Staff

W&H Group will unveil its latest innovations and solutions for dentists and clinicians at the Chicago Midwinter Meeting from Feb. 24 to 26.

W&H's booth (Nos. 1420,1519) will feature fully interactive, hands-on experiences for visitors to test out products at both cutting and demo stations as well as providing personal demonstrations given by the sales team.

The company's full range of handpieces and turbines, the Implantmed, the Assistina Twin and the Lexa sterilizer are among the core products being presented at the booth. Exclusive show promotions will be offered to visitors during the meeting, as well as a flash sale during the show's "Brews & Bargains" event held from 4:30-6:30 p.m. on Friday.

"We're very excited to have the opportunity to showcase not only our new products but our entire product portfolio to the dental professional community at the upcoming Midwinter Meeting, especially since this is the first time W&H will have a booth at this event," said William Kubofcik, North America dental equipment director of sales. "We invite attendees to stop by and meet our talented sales team, interact at our demo stations and learn more about how W&H products can provide a full spectrum of dental solutions for their practice."

"At W&H we believe in personal contact, and we are very appreciative of the opportunity to reconnect with our customers and partners in person," said Chris Stachl, CEO of W&H Impex. "This is particularly important to us as we use this exchange of ideas and experiences to ensure our products meet the precise needs of our customers. Building relationships is an integral part of our customer experience."

If you're in Chicago, be sure to stop by the booth to schedule an appointment with a member of the sales team.

For more information

To learn more about W&H and all of its products, or to schedule an appointment for a personal demonstration with the sales team, stop by the booth, Nos. 1420, 1519, during the Chicago Midwinter Meeting. You can also find out more at *wh.com*.

AD

IMPLANT TRIBUNE

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Back together again

AO annual meeting returns to an in-person event in San Diego

For the first time since 2019, the Academy of Osseointegration's annual meeting is back in person. After being canceled in 2020 and being done virtually in 2021, this year's event will take place Feb. 24 to 26 (Thursday to Saturday) in San Diego.

AO's 37th annual meeting, "Implant Dentistry for All," will honor the past, treasure the present and shape the future of implant dentistry, according to organizers. This three-day event is expected to offer academicians and clinicians the multidisciplinary experience attendees have come to expect.

The meeting will feature cutting-edge research presented through hands-on workshops, didactic presentations, commercial exhibits and social events to help facilitate networking and continuous education, organizers said. AO's customary Welcome Reception will be held in the exhibit hall on Thursday, and the complimentary President's Reception will be held on the flight deck of the USS Midway on Friday evening.

Other highlights include "40 Years of Implant Dentistry: How Did We Get Here?" with keynote presenter Dr. William Giannobile; hands-on workshops with Drs. Stephen Chu, Howard Gluckman, Alessandro Pozzi and Tiziano Testori; 14 limited attendance sessions in smaller settings designed to encourage interaction and discussion; and 36 corporate presentations to introduce the latest innovations and trends in the industry.

Head to San Diego for the 2022 AO Annual Meeting, being held Feb. 24 to 26. If you can't make it in-person, you can register for the virtual portion. Photo/Provided by AO.

Located along the shores of the San Diego Bay, the San Diego Convention Center, site of the meeting, is just steps away from the historic Gaslamp Quarter, which offers countless open-air restaurants, art galleries, boutiques and premier shopping venues along with endless entertainment options. Attendees can take a quiet walk along the water or meet up with old friends for a night on the town.

"These past months have been very difficult for us all, and we know that getting back to an in-person meeting will be meaningful in many ways." Said AO President Dr. Tara L. Aghaloo. "We are so excited to meet in person for 'Honoring the Past, Treasuring the Present and Shaping the Future.'"

For more information

To learn more about the AO's 2022 annual meeting and to register, go online to *ao2022.osseo.org*.

Attend virtually

For those who are unable to make it to California, you can still attend the meeting via livestream. Selected sessions will be available for viewing as they are presented in real time in San Diego.

In addition, most sessions during the three-day conference are being recorded so that after the meeting has concluded, a more comprehensive selection of sessions will be available for on-demand viewing to all 2022 meeting registrants. This selection will include ePosters and oral abstract presentations.

(Source: Academy of Osseointegration Staff)

Spend an evening aboard the USS Midway

By AO Staff

Make plans to reconnect with colleagues and friends aboard the flight deck of the USS Midway on Friday, Feb. 25, for an iconic President's Reception, part of the AO 2022 Annual Meeting.

The event will honor AO President Dr. Tara L. Aghaloo and Past Presidents Drs. Jay P. Malmquist and Clark M. Stanford. Enjoy San Diego's best culinary creations, cocktails and live entertainment with breathtaking views of San Diego Bay as the backdrop.

Docent tours of the hangar bay and the flight deck will be available.

In addition, state-of-the-art virtual reality full motion flight simulators will be on board, replicating a pulse-pounding WWII dog-fighting adventure.

The USS Midway features 18 decks, equal to a 20-story building. The naval carrier was commissioned in 1945 just eight days after the end of World War II.

Boasting a collection of more than 30 restored fighter and attack jets, propeller aircraft and helicopters, the USS Midway is the most complete cross-section of carrier aviation. With a flight deck extending more than three football fields, you will be able to view restored vintage WWII aircraft, including the F4U Corsair, the Vietnam War's F-8 Crusader, the F/A-19 Hornet from the Cold War, specialist jets such as the T-2 Buckeye and more.

All AO annual meeting registrants are invited to attend. Admission and ground transportation are included as part of the registration fee.