

# today



## Scenes from CDA Presents

Go try on some loupes, pal around with a Super Dentist and fit in a little yoga while you're at it.

»pages 6 & 8



## Chilling with the mill

Even if you missed the ice cream, it's not too late to get a demonstration of the new PlanMill 30 S.

»page 10



## A question for every bur user

If you wouldn't use someone else's toothbrush, do you want to use someone else's burs?

»page 12



• Clockwise from front center, Monica De Luna, Marlene Gallegos, Jennifer Estrada, Daisy Sillas, Yulisa Olivares, Sonia Cervantes and Vivian Hua show off the inflatable dolphins they got Thursday morning at the PureLife booth (No. 801). The dental-assisting students are all from UEI in West Covina, Calif. The dolphins represent all of the wildlife being protected by PureWay ECO II Amalgam Separators. (Photos/Robert Selleck, *today* Staff)

## Finding a greater porpoise

By Robert Selleck, *today* Staff

■ There's a lot of bottom-line business focus throughout the aisles of the CDA Presents exhibit hall, but things aren't always exclusively focused on the balance sheet. The shiny, inflatable dolphins (technically not porpoises) being handed out by PureLife Dental from booth No. 801 serve as proof of the industry's fun side – while also serving as a reminder of how the com-

»see PORPOISE, page 4

## Two 'Spots' at once

By Robert Selleck, *today* Staff

■ Having dual Educational Theaters at the 2018 CDA Presents in Anaheim didn't appear to reduce attendance, with seats at both locations in the exhibit hall consistently filling for the free one-hour presentations.

The Spot Educational Theater sessions—three on the Hall C stage and two in the Hall D location – wrap up today with lectures from industry experts at 10 a.m., 11 a.m., noon and 1 p.m.

Today's topics are: "Rich Dentist, Working Dentist," "Mandated Reporting," "Successful Codes Used for Medical Billing in Dentistry," "Help on Yelp: Online Reputation Marketing – The Key Three Steps" and "Implants and Extractions Done in the General Practitioner's Office."

The Air Techniques Corporate Forum continues today, too, with four, one-hour C.E. programs in the lecture room on aisle 200 of exhibit hall B.

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• In the Berkeley Free Clinic booth, No. 2542, from left are Niveen Kryakos, Tiffany Trat, Marrina Ran, Luan Tran, Scott Carroll and Anna Ou. Kryakos and Tran are from the UCSD Student Run Free Dental Clinic (booth No. 2552). Be sure to visit with either or both organizations to see how you might help their causes with materials, time or other resources.

#### PORPOISE *\*from page 1*

pany's ECO II Amalgam Separators help reduce mercury contamination in the environment.

The dental industry is filled with companies known for their environmental stewardship, local community support and other broader charitable efforts — as are dental professionals at all stages of their careers, volunteering countless hours and funds to help underserved populations across the globe.

Among the many examples of such giving at CDA Presents are the Berkeley Free Clinic in booth No. 2542 and the University of California, San Diego, Student Run Free Dental Clinic and Pre-Dental Society in booth No. 2552. Both organizations are here to provide information to potential volunteers across all sectors of dentistry, and to secure support from dental companies that can supply the clinics with valued materials, instruments and other resources.

Scott Carroll, a board member and the capital campaign coordinator for the Berkeley Free Clinic, said that approximately 50 dental companies consistently support the dental side of the Berkeley clinic with materials, supplies and other contributions.

Henry Schein (booth Nos. 1362, 1562, 1568 and 1662) is widely known for its Henry Schein Cares support of community dental services and other charitable causes across the globe. It consistently provides the Berkeley



• A crowd gathers at the Henry Schein booth, No. 1362, during 3-D printing demonstrations featuring 3Shape Trios and Formlabs Form2 3D Printer. (Photo/Sierra Rendon, *today* Staff)

Free Clinic with pallet loads of supplies, Carroll said.

Glove Club, in booth No. 834, provides a steady supply of exam gloves. The clinic is deeply appreciative of instruments it receives from TAUB Products, booth No. 1280.

Shofu Dental Corp., booth No. 1128, is a reliable source of composites and other critical restorative materials. ValueMax International, in booth No. 1534, keeps the clinic stocked in operatory gowns. AM-Touch Dental Supply, booth No. 370, provides wipes and other hygiene materials.

GlaxoSmithKlineConsumerHealth-care has given the clinic supplies of

Sensodyne toothpaste.

ALCO Professional Supplies, booth No. 1262, consistently comes through for the clinic with gloves, masks and saliva ejectors.

Many of the clinic's other key supporters are here at CDA Presents, but the Berkeley clinic, San Diego clinic and other service organizations on the exhibit floor are always ready to accept additional support from corporate benefactors and time from volunteers. Be sure to visit with one or two as part of your CDA Presents experience to learn a little more about the many needs these organizations and their supporters are addressing.

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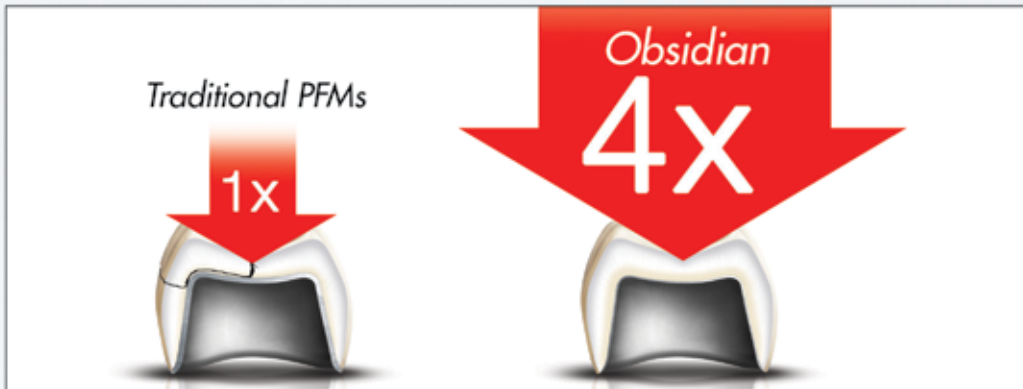
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After



Before

CDA Presentation Schedule – Day Three		
Time	Presentation	Speaker
11:00 a.m.	In-Office Digital Dentistry with the glidewell.io™ System	Justin Chi, DDS, CDT
12:00 p.m.	BruxZir® Esthetic – the Next Evolution in Highly Translucent Zirconia	Justin Chi, DDS, CDT
12:30 p.m.	The PFM Reengineered: Advances in Pressable-to-Metal Glass Ceramics	Dr. Mayuri Kerr
1:30 p.m.	Intraoral Scanning	Will Schmidt, RDA
2:00 p.m.	In-Office Digital Dentistry with the glidewell.io System	Justin Chi, DDS, CDT
2:30 p.m.	Predictable Provisionals Made Easy	Will Schmidt, RDA
3:00 p.m.	The PFM Reengineered: Advances in Pressable-to-Metal Glass Ceramics	Dr. Mayuri Kerr



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# Scenes from Friday



• Alexandra Orr helps Phu Hoang, DDS, of Calgary, Canada, try out a pair of OmniOptic interchangeable loupes (using the 3.5x option, one of four power options), in the Orascoptic booth (No. 1334) Thursday morning. (Photo/Robert Selleck, *today* Staff)



• Dr. Paresh Patel presents 'In-Office Digital Dentistry with Glidewell.io' at booth No. 1452 Friday afternoon.



• Jordan Taub, left, walks attendees through a hands-on demonstration of Liquid Magic Resin Barrier for implant and cosmetic dentistry at the booth, No. 1280.



• The team at ContacEZ is ready to answer all your questions at booth No. 2142.



• Andressa Zelaya of Bicon, booth No. 648, helps some attendees who were clearly splitting their time between CDA and next-door neighbor Disneyland.



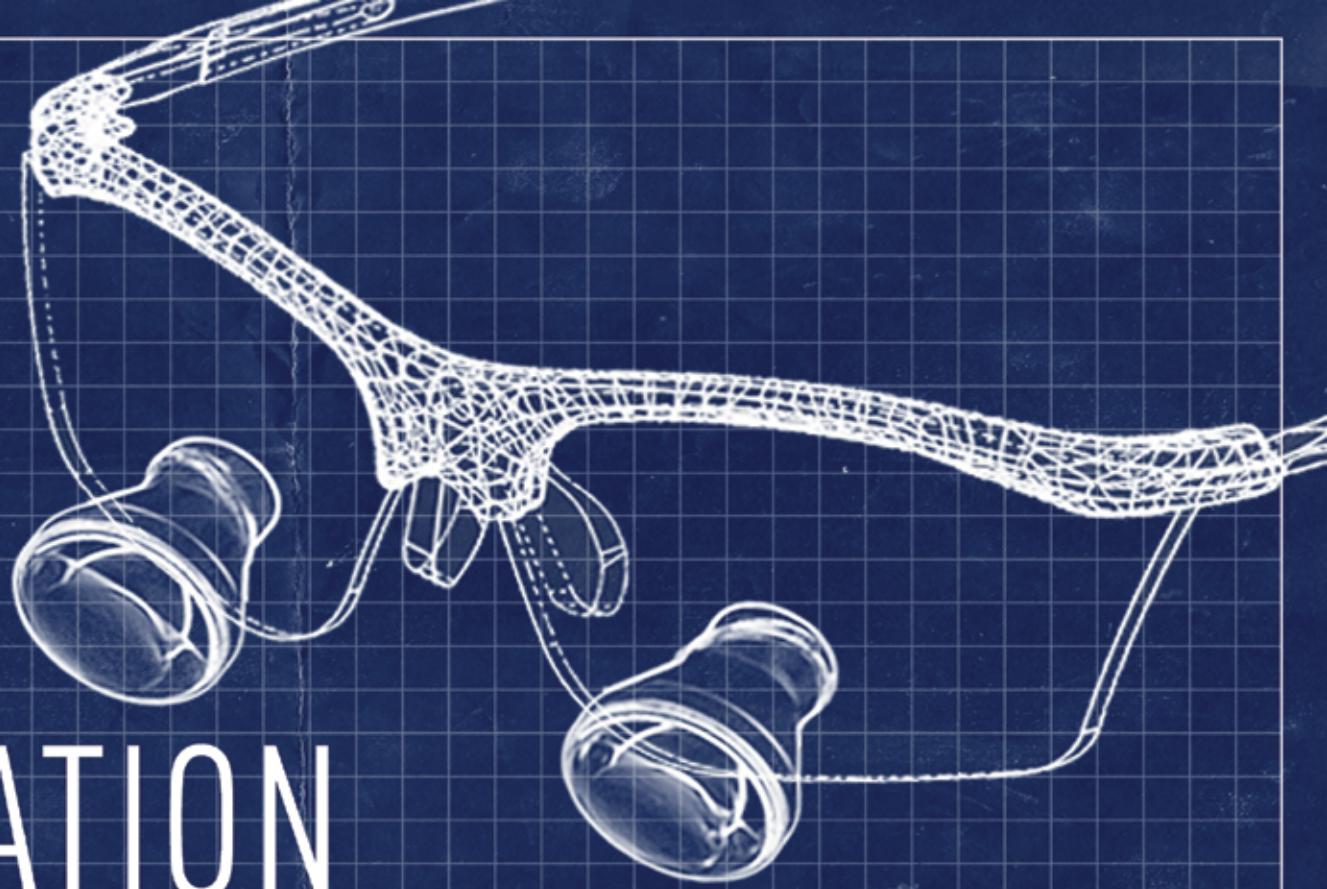
• Check out the Howard Healthcare Academy at booth No. 2260, which is the only dental assistant program in California that partners with The Super Dentists to bring students a hands-on experience.



• Eric Beagle of Align Technology shows off the new iTero Element 2 at booth No. 819.

Photos by Sierra Rendon,  
*today* Staff

Anaheim  
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• Henry Schein's booth, No. 1362, features DigiTALK panel discussion during CDA, including this one featuring Dr. Daniel Vasquez, Gil Frellick of Dentsply Sirona and DigiTALK host Brandon Schmidt, Henry Schein regional manager.



• Be sure to visit Dave Sherman and Tanya Beck at the Roydent booth, No. 1321, and ask about the new MAP One intro kit.



• CDA attendees check out the Planmeca Romexis at booth No. 1376.



• Ryan Weppler demonstrates use of the NVPro3 with colleague April Ford at the DenMat booth, No. 734.



• There is a lot to see at the Glidewell Dental booth, No. 1452.



• Courtney Short leads attendees through 'Yoga in Suits,' her presentation at the Sunstar booth, No. 2058. Her sessions will continue today.

• Valynia Smith speaks on 'Successful Codes Used for Medical Billing in Dentistry' at the Educational Theater. A variety of sessions continue today.



• Jordan Johnston of Designs for Vision helps Edward Deeb, DDS, of Newport Beach at the booth, No. 846.



• Bill Berry and Jenny Reichert help an attendee at the Preventech booth, No. 1323.



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