

DAILY AT CDA!

DENTAL TRIBUNE

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SCENES FROM THURSDAY

Giant penguins, basketball games, new products, presentations and more await you at the CDA.

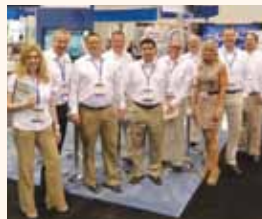
► pages 4-6



CHANGE OF DIRECTION

SS White unveils a new booth, a new website and a new focus on consultation and training.

► page 8



SAVE MORE THAN TEETH

Take a minute to learn about oral cancer detection, and you might just save your patient's life.

► page 26



A lot to explore



Attendees enter the exhibit hall at opening bell Thursday morning. Photo/Robert Selleck, Dental Tribune

CDA exhibitors offer newest and most innovative products, services

By Fred Michmershuizen
Dental Tribune

An impressive 600 companies are showcasing today's latest products and services in the exhibit hall here at CDA Presents the Art and Science of Dentistry. With so much to choose from, there is no doubt that just about any dental professional will easily find something here that can be of great benefit back home.

Take the following, for example:

Shofu (booth No. 1128) is introducing BeautiSealant, a tooth-colored, fluoride recharging, pit and fissure sealant with a self-etching primer that speeds treat-

► See EXPLORE, page 30

Put your thinking cap on

By Fred Michmershuizen
Dental Tribune

Whether you are fresh out of dental school or a seasoned pro, a general practitioner or a specialist, one thing is clear here in Anaheim: There's a lot to learn during CDA Presents the Art and Science of Dentistry.

Up the escalators, there are literally hundreds of lectures and workshops to choose from, delivered by some of the leading names in dentistry.

But the learning does not stop there. On the exhibit hall floor, many companies are offering educational presentations right in their booths.



Attendees sit down at The Spot for an educational presentation Thursday morning. Photo/ Fred Michmershuizen, Dental Tribune

There's also the Smart Dentist Series, offered for free in the educational theater located at The Spot.

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SH CDA Spring 12

Renew your passion for dentistry at LVI

By LVI Staff

Welcome to the California Dental Association Meeting, and congratulations on actively moving your understanding and professional success forward. It is only through excellent education that we individually grow and develop as dental health professionals and, through that, build a practice that is not just successful but delivers comprehensive and high-quality care.

As a way to introduce you to the Las Vegas Institute for Advanced Dental Studies, or LVI, I want to outline what LVI is about and what void it fills in your practice. The alumni who have completed programs at LVI were given an independent survey and, unlike the typical surveys of dentists, 99.7 percent love being a dentist and, of those surveyed, 92 percent enjoy their profession more since they started training at LVI. That alone is reason enough to go to LVI and find out more!



Dr. Mark Duncan teaches a Core I class at LVI. Photo/Provided by LVI

While the programs at LVI cover the full breadth of dentistry, the most powerful and life-changing program is generally reported as being Core I, or "Advanced Functional Dentistry — The Power of Physiologic Based Occlusion." This program is a

For more information

To learn more about the Las Vegas Institute for Advanced Dental Studies, visit www.lviglobal.com.

three-day course that is designed for clinicians and their teams to learn together about the power of getting their patients' physiology on their side.

In this program, clinicians can learn how to start the process of taking control of their practice and start to enjoy the full benefits of owning a practice and providing high-quality dentistry. Regardless of whether it is a solo practice or a group setting, every clinician can start the process of creating comprehensive care experiences for their patients!

We will discuss why some cases that dentists are asked to do by their patients are actually dangerous cases to restore cosmetically. We will discover the developmental science behind how unattractive smiles evolve and which cases may need the help of auxiliary health-care professionals to get the patient feeling better.

The impact of musculoskeletal signs and symptoms will be explored and how the supporting soft tissue is the most important diagnostic tool you have; not simply the gingiva, but the entire soft-tissue support of the structures, not just in the mouth but also in the rest of the body!

A successful restorative practice should not be built on insurance reimbursement schedules. An independent business should stand not on the whims and distractions of a fee schedule but rather on the ideal benefits of comprehensive care balanced by the patients' needs and desires.

Dentistry can be a challenging and thankless business, but it doesn't have to be. Through complete and comprehensive diagnosis, there is an amazing world of thank-yous and hugs and tears that our patients bring to us when we change their lives. The Core I program at LVI is the first step on that journey. That's why when you call, we answer the phone: "LVI, where lives are changing daily!"

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Scenes from Thursday



Meeting attendees walk to and from their educational lectures and workshops on Thursday morning.



CDA attendees listen to a presentation at the Sunstar Americas booth (No. 1134).



Faye Sconce, left, and Mike Johnstone of InfoStar (booth No. 1226).



Deanna Borden, left, and Dr. Ross Fraker of R&D Services Amalgam Separators (booth No. 1740).



Take a basketball shot at the Suni booth (No. 2552) to win an iPad.

Photos by Fred Michmershuizen, Dental Tribune



Marvin Terrell, left, and Dr. Eugene Casagrande of Milestone Scientific (booth No. 1652).



John Hall, left, and Erik Aguayo of Sockit! Gel (booth No. 1672).



Ryan Kenyon of DENTSPLY Caulk (booth No. 1406).



Representing the Second Medical Brigade of the United States Army Reserve are, from left, Sgt. Willie Bell, Maj. Leonardo Pascual, Capt. Shawn A. Sheets and Maj. Bruce J. Britson.



You can learn about D4D technology at the Henry Schein booth (Nos. 2018/2318).



From left, Carl Horrocks, Nancy Jain and Kostas Zarras at the 3Shape booth (No. 781).



Paris Davis of Essential Dental Systems (booth No. 658).



Meeting attendees shop for hand instruments at DoWell's booth (No. 224).



Jessica Williams, left, and Gretchen Gaither of Dux Dental (booth No. 1216) with Bib-Eze disposable bib holders.



Joe Scharfung of Henry Schein ProScore (booth Nos. 2018/2318) tells meeting attendees about convenient handpiece repair.



A view from above at the Anaheim Convention Center.



Joby Svec, left, and Dan Veile of Denticator (booth No. 1560) hold Penelope the Penguin, one of many mascots who help kids get excited about proper care of their teeth.



Al Dubé of SolmeteX (booth No. 850).



Don Rickert, left, and Bill Orr of Sultan Healthcare (booth No. 1116).



The gang at AMD LASERS (booth No. 1506).



Cynthia Chatham, left, and James Ortman of Hager Worldwide (booth No. 1674).



From left: Karl Hus, Jeffrey Devoll and Adam Shipp of StudentReach (booth No 2643), a group that organizes volunteer humanitarian relief operations.



Dr. William Paveletx, left, and Marni Stone-Walsh of VOCO America (booth No. 2434).



Tracy Glenn, left, and Paula Elliott of Total Care (booth No. 1206) with the new CaviCide surface disinfectant.



Bisco Dental Products (booth No. 1334) ... at your service!



Meeting attendees learn about Crest and Oral-B products at booth No. 1350.

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Learn the science that shows there's no need for numbing before drilling

SS White is ready to be with you chairside when you first use its patented cavity prep system

By Robert Selleck, Dental Tribune

A brand-new convention booth isn't the only big change going on with SS White this year. Even more important is the company's new, highly interactive website, www.sswhiteburs.com, and its increased focus on providing consultation and training to dental professionals interested in its products.

The changes are attracting lots of attention at CDA Presents, SS White Director of Domestic Sales Jeff Durrbeck said from the exhibit hall Thursday. "The new website was just launched, and it's worth a visit. It's far more than the industry's standard online catalogue concept. You'll find lots of high-def photos and videos and comprehensive technique guides."

It's all part of the company's commit-

Here at the CDA

Visit SS White in its new booth (No. 1180) to learn more about its efforts to make less-invasive dentistry as easy as possible. You also can contact the company at (800) 535-2877 or visit it online at www.sswhiteburs.com.

ment to not just provide dental professionals with high-value products and services, but to also do everything it can to make practitioners immediately comfortable with and confident about using the products.

A prime example is its Comfortable Cavity Preps™, which remove the need for anesthesia when treating most dental caries cases.

"The prevailing mindset is that all patients must be numbed up before any drilling," Durrbeck said. "It's important for us to show the science behind this alternative approach and be available to guide dental professionals through first-time use of it and our other products."

A general dentist or endodontist can request that an SS White representative visit the practice to provide a thorough clinical presentation on the science behind



The SS White sales and marketing team shows off its new booth (No. 1180), which is making its general dentistry conference debut at CDA Presents. Photo/Robert Selleck, Dental Tribune

any of its products and also be chairside with the dentist during first-time use to immediately answer question that might come up.

"It's really exciting to see a dentist use something like the Comfortable Cavity Preps for the first time," Durrbeck said.

When patients are surprised at how quickly the work is performed, especially when there's no needle needed at the outset, the dentist quickly sees the value.

"The pattern is that every time you do a Comfortable Cavity Prep, you get a referral because the patient is so pleased. That can mean another \$40,000 in annual revenue for the practice; and there's also an 80-hour reduction in chairtime," Durrbeck said.

Other news from the company includes its shift to now serve the full spectrum of endodontics and restorations. It's using its 160-plus year history to bring a broadened focus to its product line, focusing on identifying and cleaning all the canals, while also leaving as much healthy tissue as possible to help ensure the success of restorative work on the crown.

"We understand both sides of the equation," Durrbeck said, "from the top of the crown to the apex."

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- Booth 460 -**



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