

# today



 <p><b>Get educated</b></p> <p>Attend the DTSC Symposia and learn about topics from caries detection to 3-D imaging to self-adhesive technology.</p> <p>»starting from page 4</p>	 <p><b>Scenes from Sunday</b></p> <p>Show off your golf swing, get some cuddles, add some giraffes to your office and – gasp! – pick up a Red Sox toothbrush.</p> <p>»starting from page 14</p>	 <p><b>See it to believe it</b></p> <p>If you think you can't place eight implants immediately into function, then you haven't see Dr. Ara Nazarian in action.</p> <p>»page 50</p>
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## Get a move on

### There is a lot to see here at the 87th Greater New York Dental Meeting

By Fred Michmershuizen  
Dental Tribune

It's the 87th annual Greater New York Dental Meeting, and here at the Jacob K. Javits Center, there's an unparalleled selection of products and services for dental professionals to explore. On Sunday, opening day of the meeting, the exhibit hall floor was jam packed with meeting attendees looking for new offerings to pique their interest.

There is plenty on tap for every specialty. Here are some of the many highlights available to attendees of the New York meeting:

- The various narrow-body implants available from Dentatus (booth No. 2401) offer solutions for patients who might not have as much bone structure as the typical implant patient, and at a fraction of the

A flash mob breaks out into a dance as a way to promote the Gendex Experience on Sunday afternoon. See page 26 for more information. (Photo/Carlo Messina, Flx Video & Photography)

\*see move, page 54

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# Educational opportunities abound

By Robin Goodman, Dental Tribune

Those who made their way to the newly established education hall yesterday hopefully made time for both offerings located there: the Live Dentistry Arena and ADA CERP-accredited C.E. credits at the Dental Tribune Study Club (DTSC) Symposia.

For the first time since these two educational options have been available, the GNYMD created a separate section from the exhibition hall that was also well insulated in terms of acoustics.

If live dentistry caught your attention, then you likely saw either Dr. Frank Milnar or Dr. Michael Miyasaki lecturing to standing-room-only crowds. The day's DTSC Symposia offered the option of six C.E. credits from a respected lineup of speakers including Dr. Howard Glazer, Dr. Shamsun Kherani, Dr. Ron Kaminer, Dr. Louis Malcmacher, Dr. Brian Novy and Dr. George Freedman.

Today's offering brings another great selection of up to six C.E. credits during the DTSC Symposia, starting with Dr. Gregori Kurtzman discussing "Core Buildups, Post & Cores and Understanding Ferrule," and Dr. Pedro Lazaro Calvo speaking about "Surgical Decisions Making in Aesthetic Implant Dentistry."

Other speakers today include tandem lectures by Dr. George Freedman and Dr. Fay Goldstep on "The Diode Laser: The Essential Soft-Tissue Handpiece" as well as Dr. Stanley Malamed and Dr. Mic Falkel speaking about "Local Anesthetic Performance: Fact, Fiction and Advancements (Precision Buffering)."

Then, Dr. Enrico Divito ends



Dr. Shamsun Kherani stops for a photo just before his lecture yesterday on 'Comprehensive Dentistry Using Digital Impression Technology' during the Dental Tribune Study Club Symposia in aisle 6000, room 3. (Photos/Robin Goodman, Dental Tribune)

the day's offering with a lecture on "Minimally Invasive Endodontics Using Photon Induced Photo Acoustic Streaming (PIPS)."

As the ADA CERP-accredited DTSC Symposia lectures are free (yes, you read that right, free!), be sure to arrive promptly to catch the first half of the C.E. credit code. The second half of the code is given at the conclusion of the lecture.

In addition, today's Live Dentistry Arena offers Dr. Frank Milnar again but also Dr. Ara Nazarian, so be sure to come early if you want a seat!



Above: Dr. Frank Milnar kicks off the Live Dentistry presentations at 10 a.m. on Sunday, talking about 'Creating A Complex Class IV Restoration,' with supplies provided by Voco.

Left: DTSC Symposia lecturer Dr. Howard Glazer and C.E. Manager Julia Wehkamp are all smiles after Glazer's lecture on 'GIOMERS: New Giants of MI Dentistry.' Visit aisle 6000, room 3 today for an opportunity to earn six C.E. credits on a variety of pertinent topics.

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# Easy, healthy dentistry for patients and dentists

Dr. Fay Goldstep explains how simple it can be to integrate new caries detection systems into your dental practice

By Kristine Colker, Managing Editor

► Today from 10 to 11 a.m. in aisle 6000, room 3, Dr. Fay Goldstep will present "What Patients Want... What Dentists Want: Easy, Healthy Dentistry!" as part of the DTSC Symposia.

In her session, she will discuss new caries detection systems and how they make treatment more scientific and more medically significant. Discover the latest remineralization therapies, including glass ionomers and Giomers, to proactively treat caries.

Direct repair instead of indirect replacement is a "patient-friendly" minimally invasive option. Predictable direct restorative procedures are the backbone of the general dental practice. Today's "super" flowables can be as strong as hybrids and have easy handling properties. See how to use these "dentist-friendly" materials to provide your patients with simple, maintainable, healthy dentistry.

Goldstep sat down with today to share more insights into her session.

**Your DTSC Symposia session is called "What Patients Want... What Dentists Want: Easy, Healthy Dentistry!" What are some of the key issues you will be discussing in your presentation?**

We work in an information-driven world. Our patients come to see us armed with focus and information. They are interested in health and healthy options. They know what they want and ask for it. Today, health has joined cosmetic dentistry as a major driving force for patient visits. Our patients eat right and exercise and want to stay "healthy." They are aware of the oral-systemic link. They are aware that there are "minimally invasive options." They would like to keep their teeth for a lifetime.

Dentists can repair and maintain the patient's teeth for a lifetime using many new restorative materials. This session will provide the attendee with an innovative system of how to treat these patients and keep them coming to the office: the system of Proactive Intervention Dentistry.

**You are going to talk about how to treat caries. How do these new caries detection systems work and what are the advantages of them for patients? Is there any downside?**

Caries detection systems work through several different means. The most common is to detect bacterial

## About the speaker



Fay Goldstep, DMD, has been a featured speaker in the ADA Seminar Series, and has lectured at the ADA, Yankee, AACD, AGD and the Big Apple dental conferences. She has lectured nationally and internationally on CONSERVATIVE Dentistry, Innovations in Hygiene, Dentist Health Issues, Magnification and Office Design. Goldstep has served on the teaching faculties of the Post-graduate Programs in Esthetic Dentistry at SUNY Buffalo, Universities of Florida (Gainesville), Minnesota (Minneapolis) and UMKC (Kansas City). Goldstep sits on the Editorial Board of Oral Health Magazine (Healing/Preventive Dentistry) and Dental Tribune US Edition. She is a fellow of the American College of Dentists, International Academy of Dental-Facial Esthetics and the Academy of Dentistry International. Goldstep has been a contributing author to three textbooks and has published more than 20 articles. She has been listed as one of the leaders in continuing education by Dentistry Today since 2002. Goldstep is a consultant to a number of dental companies and maintains a private practice in Toronto, Canada.



activity or tooth breakdown through demineralization. We can detect and map out areas of demineralization. We can also track remineralization and repair of these surfaces. The advantage to the patient is more scientific

and medically significant treatment. No system is ideal yet, but it is getting very close. Very soon, we will all be using one of these systems.

**You are also going to be speaking about "dentist-friendly" materials. What exactly do you mean by dentist friendly?**

Dentists contend with many stresses in the office. We want materials that are easy to use and that work consistently. In other words, the physical properties of the restorative materials must be excellent, but equally important is how the material handles in the dentist's hands. Direct restorative procedures are the backbone of the general dental practice.

We need to keep it as simple as possible. We need materials that perform like hybrids and handle like flowables. This is possible with today's new "super" flowables.

**If an attendee is interested in going to your session, is there anything he or she should be aware of ahead of time? Is your session geared to specialists or is it more of a general topic?**

The session is geared to the general dentist. Just come with an open mind. Be prepared to think outside the box.

It will be fast-paced, and you will leave with lots of information on how to make dentistry easier and how to attract and keep patients by practicing the new paradigm of Proactive Intervention Dentistry.

**Your session is sponsored by Shofu. How did you begin working with the company and what is it that you like about its products and services?**

I have been working with Shofu since the 1980s. I have always been extremely pleased with the quality of their products, and I have been especially impressed with the integrity and professionalism of the people who work for Shofu.

Today, they are at the forefront of proactive intervention dentistry with their unique Giomer technology. They are also leaders in making the practice of dentistry easier, with the introduction of their new "super" flowables.

**If there is one thing you hope attendees to your session come away with, what would it be?**

Dentistry can be fun and easy and we can make a difference in our patients' health. They are asking for this. We must be prepared.

**today** About the Publisher

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# Why the soft-tissue diode laser is an essential part of your dental practice

Drs. George Freedman and Fay Goldstep give us the scoop on this vital tool

By Kristine Colker, Managing Editor

► **Today from 2 to 3 p.m. in aisle 6000, room 3, Dr. George Freedman and Dr. Faye Goldstep will present "Diode Lasers and Restorative Dentistry" as part of the DTSC Symposia.**

In the session, they will discuss how the soft-tissue diode laser has become an essential part of the dental practice. Restorative dentistry is a snap with soft-tissue lasers; no more retraction cord, no more missed margins on impressions. A 15-second troughing prepares every abutment for a perfect impression. Decay or fracture below the gingival? Why wait for conventional soft tissue surgery when it can be done immediately chairside? The soft-tissue laser is also a vital tool for periodontal treatment by dentists and hygienists. The diode

laser empowers the dental team to take an even greater role in the healing therapies designed for the dental patient including laser bacterial decontamination, laser-assisted periodontal therapy and laser bio-stimulation.

Freedman and Goldstep sat down with today to share more insights into the session.

**You are both presenting a DTSC Symposia session, "Diode Lasers and Restorative Dentistry." What can you tell us about this presentation? What should attendees expect to learn?**

The attendees will learn the relevant science, what the clinical studies say, how easy it is to operate the laser and exactly how to implement this exciting new treatment easily into the practice.

In fact, do you need a soft-tissue

laser? And can you afford to be without one?

**Could you tell us a little more about the specific benefits of using a soft-tissue diode laser? Why should those who practice restorative or periodontal dentistry in particular want to look at these lasers?**

The soft-tissue laser is a vital tool for restorative and periodontal treatment by dentists and hygienists. Restorative dentistry is a snap with soft-tissue lasers. The diode laser empowers the dentist to immediately and predictably prepare soft tissues for any and all restorative procedures. No more retraction cord, no more missed margins on impressions. A 15-second troughing prepares every abutment for a perfect impression. Decay or fracture below the gingival? Why wait for conventional soft-tissue surgery when it can be done immediately chairside. It is no longer necessary to delay restorative treatment due to periodontal considerations, nor required to refer the patient to a specialist practice. The dental team is able take a more direct role in therapies including gingivectomy, gingivoplasty, haemostasis and a host of others.

**How did you both begin using lasers yourselves? What was it like the first time you tried them?**

Freedman was an early laser adopter, beginning in 1991. He has practiced with a variety of soft and hard tissue lasers over the past two decades and has used soft-tissue diode lasers extensively since 2009. Goldstep prefers to wait for technology to be "tried and true" before jumping in. The soft-tissue diode laser made laser treatment user-friendly, and she realized in 2009 that she could not work without one.

**If an attendee is interested in learning more about diode lasers after attending your session, what steps would you recommend they take?**

- Check out the booth
- Get it into your hands
- Use it
- Fall in love!

**Your session is sponsored by AMD LASERS. How did you begin working with the company and what is it that you like about its products and services?**

While we have known and worked with the principal of AMD for many years, when we first saw the Picasso in 2009, it was clear that this was the technology that we had been waiting for. Picasso's advantages are a

## About the speakers



Fay Goldstep, DMD, has been a featured speaker in the ADA Seminar Series, and has lectured at the ADA, Yankee, AACD, AGD and the Big Apple dental conferences. She has lectured nationally and internationally on CONSERVE-active Dentistry, Innovations in Hygiene, Dentist Health Issues, Magnification and Office Design.



George Freedman, DDS, is past president of the American Academy of Cosmetic Dentistry and the chairman of the Dental Innovations Forum (Singapore). Freedman is the author or co-author of 11 textbooks, more than 400 dental articles and numerous CDs, video and audiotapes and is a Team Member of REALITY. Freedman is a co-founder of the Canadian Academy for Esthetic Dentistry and a diplomat of the American Board of Aesthetic Dentistry.

trifecta: it is easy to use out of the box, it has many daily indications, and it is very affordable.

**If there is one thing you hope attendees to your session walk away with, what would it be?**

It is impossible to conduct an effective and efficient restorative practice without a soft-tissue diode laser.

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# Practice Activator e-service can help you reach non-responsive patients

By Larry Emmott, DDS

■ Would you be interested in a high tech product that substantially increases your income with no expensive equipment to buy and maintain, zero training, zero staff or doctor time to us, and, at the same time, significantly improves the overall care you provide to your patients?

Does anything that perfect actually exist? The surprising answer is yes, and the product is called Practice Activator

Practice Activator is an e-service that incorporates the best of computer science and artificial intelligence to identify patients who need dental care but are not getting it. This includes those who are non-responsive (that is, they haven't responded to recall cards, e-mails or even front desk calls) and those who need additional treatments but haven't started or followed through,

**'Practice Activator gets patients to return by focusing on the top one or two procedures the patient needs, based on the patient's health record.'**

whether they have a treatment plan or not.

Practice Activator analyses your patients' electronic records, identifies patients to target and creates a clinically personalized letter it then sends on your behalf, all based on

each patient's unique history and demographics.

The clinically personalized nature of these letters regularly and consistently generates an unusually high return response from patients, resulting in an amazing and consistent return on investment of 400-700 percent.

### Three cases studies

We will cover these three cases in more detail in class, but here is a summary.

Office A shows fairly typical results. The office is small and invested just \$300/month over seven months and generated \$16,443. They did not make a large investment yet they saw a return of 783 percent%

Office B is a much larger practice, with more unresponsive patients to reactivate. They invested \$1,000/month for three months and have already produced \$26,040 in additional revenue. That is an amazing 868 percent return

Office C has just started with the program and, so far, its ROI is in the process of ramping up. They invested \$600 a month ago and generated \$1,864 for a return of 310 percent.

Practice Activator's sophisticated algorithms were developed over many years by leading experts in statistical analysis and data mining from MIT and Stanford. The system incorporates more than 10 dentist-years of real-time clinical input and has been proven in real world environments on more than two million unique patient transactions.

Practice Activator gets patients to return by focusing on the top one or two procedures the patient needs, based on the patient's health record. The system applies its dental intelligence distilled from the collective expertise and experience of dozens of practicing dentists to determine what these procedures are.

It usually takes a letter recipient two to three weeks to call to set up an appointment, and several more weeks

### Attend the session

Today from 12:45 to 11:45 p.m. in aisle 6000, room 3, Larry Emmott, DDS, will present "Remember When 'e' was Just a Letter? Use eServices to Improve Patient Care and Increase Profitability" as part of the DTSC Symposia. In his session, he will explain how digital technology is revolutionizing every aspect of dental practice including how we make clinical decisions and how we communicate. One of the most powerful trends in technology is the development and expansion of the Internet and e-services yet many dentists do not understand or utilize e-services. This course will explain what an e-service is and how we can use e-services to improve patient care and increase profitability.



### About the author

Larry Emmott, DDS, is one of the most entertaining speakers in dentistry and is considered a leading dental high tech authority in the country. He has addressed hundreds of professional groups and has been a featured speaker at every major U.S. dental meeting. He is a pioneer in online publishing with his blog, *Emmott OnTechnology.com*. You can contact him at [larryemcott@drlarryemcott.com](mailto:larryemcott@drlarryemcott.com).

to get the work done. As a result, a typical practice begins to see results in two to three weeks, with continued increases over time as more patients come in for care.

The ROI will increase over time reaching (and maintaining) its maximum potential three or four months after starting the program. However, the actual results show continued increases well beyond the initial few months.

The reason is that patients who have not been to a practice for a long time behave a lot like new patients. They typically need more than what was discovered by Practice Activator, which translates into many subsequent follow-up visits.

Practice Activator is an e-service. That means it runs over the Internet, and you have nothing to install or maintain; it is easy to use, makes money and improves our patient's dental health.

The future is coming, and it will be amazing!

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# Optimize your practice with Suni3D

■ Dental practitioners play two roles on a daily basis. They are a healer to their patient and a manager to their practice. For many practitioners, passion roots from their desire to relieve human pain, and they are driven to success by the all-important steps taken to manage a flourishing practice.

In today's rapidly changing healthcare environment, 3-D imaging is becoming an essential tool for diagnosis and treatment in dental and specialty practices. The Suni3D Cone Beam System blends three technologies into one, providing a multifaceted solution to meet all practitioners' needs.

Suni3D is a state of the art 3-in-1 system that allows for high-digital panoramic capabilities, cephalometric imaging and anatomically correct 3-D cone-beam imaging. Suni3D technology's crystal-clear results are quickly becoming the industry standard. It's a superior three-dimensional imaging tool for dental diagnosis but is also three-dimensional in how it applies to dentistry, management and investment.

As a dental practitioner wanting to improve diagnostic ability and explore greater treatment options, Suni3D technology replaces what were once suspect diagnoses with clear answers. For your endodontic practice, Suni3D is the best choice for your procedures. Available in a 5x5 cm or 8x5 cm field of view, Suni3D allows you to see more lesions with crystal-clear 3-D image quality, assess anatomic structures quickly and easily and identify root-canal morphology and 3-D anatomy – all with a minimal radiation dosage. Suni3D is also the perfect fit for your implant practice.

Easily determine bone width and height for accurate placement, identify and mark anatomical elements like sinuses and the mandibular canal and receive detailed information to place your implants safely and correctly.

As a manager who seeks a fruitful practice, Suni3D technology provides gains from increased patient satisfaction and a boost in overall efficiency,

which leads to a higher patient turnover. Suni3D's state-of-the-art imaging sensors eliminate time wasted manipulating images, clearing up time in the dentist's day to see more patients; patients whose confidence in stronger diagnoses have resulted in a newfound sense of relief from the anxiety felt all too often in a dentist's chair. Just as it has always been, referrals from patients are critical to a thriving practice's success.

Finally, incorporating Suni3D technology is an invest in yourself and your practice. The "American Recovery and Reinvestment Act" of 2009 encourages businesses with incentives to

purchase next generation equipment like 3-D sensor technology. Section 179 of the IRS tax code "allows businesses to deduct the full purchase price of qualifying equipment purchased or financed during the tax year.

That means that if you buy a piece of qualifying equipment, you can deduct the full purchase price from your gross income." (Check out [www.section179.org](http://www.section179.org) for more information). Value leader Suni Medical Imaging currently offers competitive rates that bring affordability to a desirable digital imaging product.

Recent pressures to raise the standards of dentistry have forced the

industry to move forward into a new generation. 3-D medical imaging is to the dental industry what hybrid technology is to the auto industry. Many dentists have wasted no time in showing some "teeth" and making the move to reinvent their practices.

Suni3D customers have shown great improvements in patient care with their new imaging capabilities. Suni's 3-D imaging equipment brings the greatest value in quality and price compared to their competitors while having the highest-rated image quality, and it comes bundled with user-friendly software making it easy to adopt.

AD

**You** know how important photographs are to your practice, but you don't know who to turn to for advice. PhotoMed understands your **needs** and can help you choose the right camera. We also include **a** support and loan equipment program for the life of the camera so you have someone to turn to if you have questions.

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## Attend the session

Today from 11:15 a.m. to 12:15 p.m. in aisle 6000, room 3, Dr. Damien Mulvany will present "Why View Your 3-D Patients with 2-D Images? A Common-Sense Approach to 3-D Imaging in the General Practice" as part of the DTSC Symposia.

## About the speaker

Dr. Damien Mulvany of Acacia Dental Group is a native of Australia. Mulvany holds his dental degree from the Washington University School of Dental Medicine and completed a general practice residency at Southern Illinois University.