

DAILY AT CDA PRESENTS!

# DENTAL TRIBUNE

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

SATURDAY, APRIL 13, 2013 — Vol. 6, No. 3

www.dental-tribune.com

## CALLING ALL VOLUNTEERS

CDA Cares free dental clinic to take place May 18 & 19 in San Jose. Get all the details on how you can help.

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## SCENES FROM THE CDA

Grab a free cup of coffee, snag a picture with a giant tube of toothpaste and check out some wall art.

► pages 4-6



## RENEW YOUR PASSION

Isn't it time you start taking advantage of all the benefits your practice has to offer? Find out how you can.

► page 7



# A crowd of products



CDA attendees can visit more than 570 exhibitors offering a bevy of products and technologies here at the Anaheim Convention Center.

Photos/Sierra Rendon, Dental Tribune

By Sierra Rendon, Dental Tribune

If you've been looking for new products and innovative solutions to present to your patients, you've come to the right place.

CDA Presents has filled the Anaheim Convention Center with more than 570 exhibitors, who have all come here to share with you new ways to help your patients.

Touring the many aisles of CDA Presents, you'll find a bevy of products meant to bring patients to your door. Here is a sampling of those kinds of products.

• *GumChucks for flossing*: Every dentist looks for ways to get more patients to floss on a regular basis, and the new GumChucks is a way to help children enjoy flossing at an early age, so that one day they will become flossing adults. GumChucks, resembling miniature nun chucks, are easier and faster to use than regular floss and easy to use for those with limited dexterity. Stop by the company's booth, No. 2452, to get a demonstration on the new flossing system.

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# From endo to implants to lasers, CDA has it all

By Sierra Rendon, Dental Tribune

For those of you who came to CDA Presents to expand your knowledge base or to gain some additional C.E. credits for the year, you have plenty of educational choices to fill your schedule.

Today's options include endodontics ("Is it Time for an Upgrade to Your Endodontic Technique?," 9 a.m.–noon, 213C), implants ("Implant Esthetics Workshop," 8:30–11:30 a.m., 213B) and lasers ("Standard Proficiency Laser Certification Part II," 8:30–11:30 a.m. and 1–4 p.m., Exhibit Hall D).

There's a "Practice Transition Track," featuring speakers such as Drs. Terry E.

Hoover and William A. van Dyk, from 8:30 a.m.–2 p.m. in the Hilton-Huntington A/C room.

Additionally, an "International Symposium on Dental Learning," which will offer attendees information on alternative philosophy and treatment modalities; different cultural nuances in the delivery of dentistry; and the fostering of international camaraderie and relationships in an international setting, takes place today. These lectures will be in Japanese, and there will be live simultaneous English interpretation via headphones.

This is just a sampling of the educational options today; check the program for even more offerings.



Dr. Gary L. Dougan speaks at the Educational Theater on 'Dental Insurance Coding for Success' Friday morning.

Photo/Sierra Rendon, Dental Tribune

# CDA Foundation to operate free dental clinic in San Jose

The California Dental Association Foundation has announced a CDA Cares free dental clinic will be held May 18 and 19 at the San Jose Convention Center. Dentists and dental professionals will provide cleanings, fillings, extractions, oral health education and assistance in finding a dental practice to Californians who experience barriers to care.

Last year, the CDA Foundation and CDA hosted two clinics that provided \$2.8 million in dental care to 3,676 patients.

"We expect the San Jose clinic will

## Get involved

Volunteer registration is now open for CDA Cares San Jose and offers volunteers their choice of job, days and times at [cdfoundation.org/cdacares](http://cdfoundation.org/cdacares).

have a similar impact and are encouraging dentists, including oral surgeons, lab technicians, dental hygienists and other team members, to participate," said Ken Wallis, DDS, chair of CDA Cares San Jose.

At the last clinic alone, more than 1,300 volunteers donated their time and services, including more than 600 health

professionals in addition to hundreds of community volunteers who assisted with registration, translation, data entry and escorting of patients.

"The mission of the CDA Foundation is to improve the oral health of Californians, and with CDA Cares, that's just what we're doing," said Don Rollofson, DMD, chair of the CDA Foundation. "These events not only provide patients with essential dental care to relieve pain and infection but also give them the education and tools needed to help them properly maintain their oral health."

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The World's Dental Newspaper - US Edition

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# Breakfast with Curve Dental

By Fred Michmershuizen  
Dental Tribune

The affable folks from Curve Dental, one of the industry's most innovative practice management software providers, invited customers and potential customers to an alfresco breakfast reception Friday morning.

On the menu, besides generous helpings of scrambled eggs, bacon and sausage, was information about Curve's web-based practice management system and some convenient new features.

"We're bringing today's generation of software to the dental industry, and we're innovating and pushing the boundaries of the web," said Ian Zipursky, CEO of Curve Dental. "Our mission is to find ways to make things more efficient and easy for dentists, so that they can focus on the practice of dentistry."

Andy Jensen, the marketing guru at Curve, told Dental Tribune about the company's new foray into the mobility/smartphone arena.

"Now our customers can access their patients' information and their practice schedule using a smartphone, either Apple or Android," Jensen said.

Curve also has something new for patients whose dentists are Curve customers: They can now complete forms using an iPad or other type of Android tablet.

Jensen pointed out that these new features are not an app. Rather, they are features that are built right in to the inter-

## Here in Anaheim

For more information, look for the folks from Curve Dental, who can't be missed in their signature orange shirts.

face. He said even more new features are in the works.

Those who attended the breakfast left with bright orange T-shirts with clever sayings.



The mission of Curve Dental is to make practice management software easy, so dentists can focus on patient care, says CEO Ian Zipursky. Photo/Fred Michmershuizen, Dental Tribune

## Journal of the California Dental Association provides update on oral medicine topics

The April Journal of the California Dental Association is the first of two issues dedicated to oral medicine.

"This issue provides relevant updates on important oral medicine topics that oral health-care providers face daily," said Kerry K. Carney, DDS, editor in chief of the journal. "Both oral medicine issues of the journal will serve as a resource for clinical practice."

In the article "Topical and Systemic Therapies for Oral and Perioral Herpes Simplex Virus Infections," authors review the pertinent aspects of topical and systemic therapies of oral and perioral herpes simplex virus infections.

Other articles include "Oral Candidiasis: Pathogenesis, Clinical Presentation, Diagnosis, and Treatment Strategies" and "Orofacial Manifestations of Bacterial and Viral Infections in Children."

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# Scenes from Friday



Walter Orellana, left, and Jamie King of Power of Portraits (booth No. 1587) show off some of their company's before-and-after metallic wall art that can be hung in your practice.



Fun! You can get your photo taken with a giant tube of toothpaste at Crest Oral-B (booth No. 1166).



Mari Peralez of American Business Card (booth No. 1184), a company that promises to enhance your professional image with foiled, embossed business cards and other marketing tools.



These ladies from 3M ESPE (booth No. 402) were dispensing coffee, product information and smiles on Friday morning just outside the convention center.



For many CDA attendees, the area just outside the convention center is a great place to grab a bite or take a break.



Dr. John S. Olmsted presents a lecture, '35 Tips From 35 Years of Endo Practice.'



Does your practice have a defibrillator? Dawn Yuhasz, left, and Ken Frucci of HealthFirst (booth No. 1280) recommend having one on hand in case of emergency.

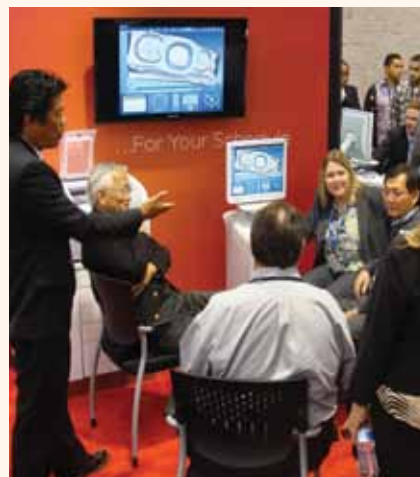
*Photos by  
Fred Michmershuizen  
Dental Tribune*



NBA legend Kareem Abdul-Jabbar, who is currently appearing in the reality show 'Splash' on ABC, signs basketballs Friday at Glove Club (booth No. 832).



Roman Khaletsky, from left, Peter Kang and Robbie Acosta of DIO Implant (booth No. 2557).



Meeting attendees learn about E4D from D4D Technologies at the Henry Schein booth, No. 2018.



Emma McClung, left, and Adam Perez of GlaxoSmithKline (booth No. 2120) invite meeting attendees to stop by to learn about the latest in consumer dental hygiene products.

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Bridgetta Tomarchio of Onpharma (booth No. 327) shows off an Onset mixing pen. It delivers a buffer designed to expedite the effects of local anesthetic.



Retired MLB pitching ace Orel Hershiser at the Glove Club (booth No. 832).



Tanya Beck, left, and Dave Sherman of Roydent Dental Products (booth No. 1232) can tell you about 2Seal easymiX root canal sealer and many other products designed to facilitate endodontic therapy.



Meeting attendees learn about products for oral hygiene at Colgate (booth No. 1316).



Ryan Hogan, left, and Julie Seager of Xlear (booth No. 202), a company that offers products made with xylitol. Stop by the booth for a free sample pack.



Joe Rousek, left, and Amanda Holland of Giggletime Toy Co. (booth No. 1331).



Tom Bender, left, and Lang Maddox of Wykle Research (booth No. 1635).



Elaine Puccini, left, and Dennis Naber show off their furry friends at E-Z Floss (booth No. 1149).



Cassia Bradford of DC International (booth No. 2357).

# Renew your passion

By LVI Staff

Welcome to the CDA Presents the Art and Science of Dentistry, 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 patient, I expect the best care I can find. As a dentist, I want to deliver the best care possible. That takes us to the power of continuing education and, as dentists, we are faced with many choices in continuing education.

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 their training at LVI. That alone is reason enough to go to LVI and find out more.

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." It is a 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 dentist 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 what 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 we will look at 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 and 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 balance by the patients' needs and desires.

## For more information

For more information on the Las Vegas Institute for Advanced Dental Studies, visit [www.lviglobal.com](http://www.lviglobal.com).

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



The Las Vegas Institute for Advanced Dental Studies in Las Vegas. Photo/ Provided by LVI

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— **Joe Bussell, DDS; Little Rock, Ark.**



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— **Robert Klein, DDS; Kansas City, Mo.**



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— **James Nicholson, DDS; Muskogee, Okla.**



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abutment  
**included**



Final BruxZir® or  
IPS e.max® crown  
**included**



Custom  
temporary  
abutment  
**included**



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