Greater New York Dental Meeting • November 25–28, 2012

Official Meeting News

Vol. 7, No. 4

today

NOV. 28 2012

Scenes from Tuesday

Hit the exhibit hall and grab yourself a furry tooth fairy bear and a free book, then join the line to attend a Crest Oral-B presentation.

»pages 4 & 5

See them today!

Dr. David Peck gives you advice on implementing lasers while Dr. Ron Kaminer, left, lets you in on current concepts in cariology.

»pages 8 & 10

How to save a life

Invest in this curing light and use it as a tool to screen for oral cancer and help detect HPV virus-induced lesions in your patients.

»page 21

Timely help

Exhibitors assist practices in Sandy's path

By Robert Selleck, *today* Staff

■ Greater New York Dental Meeting (GNYDM) attendees arrived at the Jacob K. Javits Convention Center shaking off umbrellas and raincoats Tuesday morning before making their way to their various meeting destinations.

For those heading straight to the exhibit hall, among the many event specials available yesterday (and again today) were opportunities for dental professionals affected by Hur-

»see help, page 6

^ **Umbrellas, raincoats and newspapers-over-the-head are standard attire for Greater New York Dental Meeting attendees arriving at the Jacob K. Javits Convention Center on Tuesday morning. (Photos/Robert Selleck, *today* Staff)**

ADS

Dr. Selma Camargo, right, and Tribune America C.E. Director Christiane Ferret. (Photo/Fred Michmershuizen, *today* Staff)

Two great educational options side by side

By Robin Goodman, *today* Staff

Those willing to take a walk to the far north side of the exhibit hall will be richly rewarded by two great educational options side by side (if you land at Grant's Tomb, you've gone too far!). The floor space where 425 people are seated and 30 more are standing at the back of the crowd is none other than the Live Dentistry Arena.

On Tuesday, the Live Dentistry Arena's morning session featured Dr. Ross W. Nash who presented COMPONEERS™ by Coltene. He demonstrated a direct composite resin veneer technique that incorporates a prefabricated enamel layer.

The technique allows Nash to place direct composite resin veneers in about half the time he normally uses to place freehand composite veneers.

The afternoon session featured Dr. Raymond A. Yukna's presentation on "The Laser-Assisted New Attachment Procedure (LANAP)." Attendees walked away with an understanding of the scientific basis for the LANAP procedure, how to verify appropriate tissue interactions and what a laser wound looks like.

Be sure to come early for today's session on "DentaVerse™ Live: Anterior Esthetics — Problems and Solutions. What To Do ... When, Why and How?"

This double session will detail the clinical, financial and human considerations when patients desire treatment for anterior teeth that require esthetic and possibly implant treatment. The program features the input of 12 leading clinicians who address diagnosis, treatment options, patient questions (including financial ones) and how to ensure that your lab delivers what you require. The live patient demonstration will include preparation techniques, provisionalization, prosthetic fabrication and placement.

Dr. Ross W. Nash in the morning session at the Live Dentistry Arena where he demonstrated the use of COMPONEER by Coltene. (Photo/Robin Goodman, *today* Staff)

Attend today's session

Today from 12:30–1:30 p.m. in aisle 5000, Dr. Selma Camargo will present "Diode Laser Applications in Soft Tissues." This lecture will help attendees understand the functionality, importance and applications of diode lasers in soft-tissue procedures as well as learn how to perform these procedures. They'll see just how easy it is to operate a laser and how to implement this technology into their dental practices after deciding if they actually need a soft-tissue laser. Laser fundamentals will explained along with the effects of lasers on biological tissue.

Right next door to the Live Dentistry Arena is the Dental Tribune Study Club C.E. Symposia. Tuesday's lineup featured six lectures ranging from topics such as predictable endodontics, creating an online presence, predictable implants, direct posterior composites and optimizing endodontic treatment.

Today there are three more options for C.E. credit by Drs. David Peck, Ron Kaminer and Selma Camargo. Peck will focus on implementing lasers into a general practice while Kaminer will demystify new concepts in cariology. Camargo will clarify the diode laser applications for soft tissues (See box above for more details).

Be sure to visit *www.DTStudyClub.com* for more C.E. information and credits as well as other educational options.

today About the Publisher

Tribune America, LLC
116 W. 23rd St., Suite 500
New York, N.Y. 10011
Phone: (212) 244-7181
Fax: (212) 244-7185
E-mail: *info@dental-tribune.com*
www.dental-tribune.com

Publisher & Chairman
Torsten Oemus
t.oemus@dental-tribune.com

Chief Operating Officer
Eric Seid
e.seid@dental-tribune.com

Group Editor
Robin Goodman
r.goodman@dental-tribune.com

Managing Editor Show Dailies
Kristine Colker
k.colker@dental-tribune.com

Managing Editor
Fred Michmershuizen
f.michmershuizen@dental-tribune.com

Managing Editor
Sierra Rendon
s.rendon@dental-tribune.com

Managing Editor
Robert Selleck
r.selleck@dental-tribune.com

Product/Account Manager
Humberto Estrada
h.estrada@dental-tribune.com

Product/Account Manager
Will Kenyon
w.kenyon@dental-tribune.com

Product/Account Manager
Charles Serra
c.serra@dental-tribune.com

Product/Account Manager
Mara Zimmerman
m.zimmerman@dental-tribune.com

Marketing Director
Anna Kataoka-Wlodarczyk
a.wlodarczyk@dental-tribune.com

C.E. Director
Christiane Ferret
c.ferret@dtstudyclub.com

dti Dental Tribune International

Published by Tribune America
© 2012 Tribune America, LLC
All rights reserved.
today Greater New York Dental Meeting Show Dailies appear during the Greater New York Dental Meeting in New York City, N.Y., Nov. 25–28, 2012.

Tribune America makes every effort to report clinical information and manufacturers' product news accurately, but cannot assume responsibility for the validity of product claims, or for typographical errors. The publishers also do not assume responsibility for product names or claims, or statements made by advertisers. Opinions expressed by authors are their own and may not reflect those of Tribune America or Dental Tribune International.

YOUR DATA. OUR SOFTWARE.

CHANGE MADE SIMPLE.

Now, when you take advantage of our free practice management software, **GET A FREE DATA CONVERSION.**

Transitioning to a new software system can be challenging. But Eaglesoft Practice Management Software is making it easier for you – when you switch, we'll give you your data conversion for free.*

We'll walk you through it every step of the way. But hurry, this offer expires December 31, 2012.

Contact your Patterson representative or call 800.294.8504 for more information.

*Image conversion subject to standard fees.

patterson.eaglesoft.net

power *personalized*

eaglesoft
a Patterson Technology

Scenes from Tuesday

Dan Dezak, left, and Dawn Petit of NSK (booth No. 2036).

Frank Cortes of Directa AB (booth No. 2332).

Tony Aguilar of PhotoMed International (booth No. 5001).

Christopher Utz, left, and Sam Turner of Coltene (booth No. 3424).

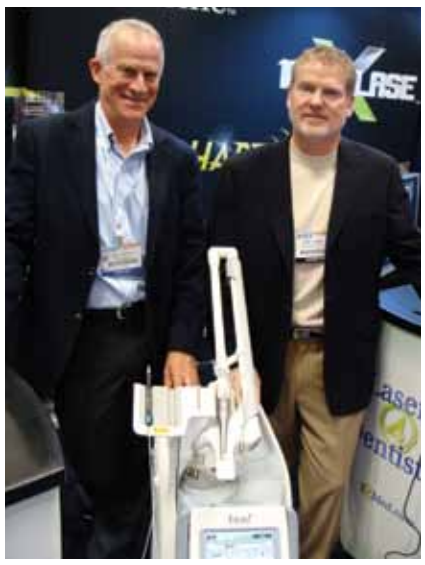
Josh Coe, left, and Jennifer Gibson of the American Association of Endodontists (booth No. 2439).

Photos/
Fred Michmershuizen,
today Staff

Meeting attendees line up for the presentation at Crest Oral-B (booth No. 4225).

Dr. Joseph M. McManus Jr., left, and E. Scott Weinberger of Henry Schein Dental (booth No. 3532).

Paul Berezny, left, and Kevin Maidy of SS White (booth No. 2000).



Dr. Andrew W. Krieger, left, visits with Jeff Jones of Technology4Medicine (booth No. 3818).

Dr. Gordon Christensen speaks during a Tuesday morning seminar at the GNYDM. (Photo/Carlo Messina, FX Video & Photography)

Jim Hooper of Planmeca USA (booth No. 2804).

John Harris, from left and Mark Montgomery in TruDenta's booth, No. 3302, have 100 free copies of 'Understanding, Assessing and Treating Dentomandibular Sensorimotor Dysfunction' to hand out every morning. Montgomery is co-author. (Photo/Robert Selleck, *today* Staff)

Ron Barsotti of Recall System Pro (booth No. 4431).

Petty Officer Riza M. Villar of U.S. Navy Recruiting (booth No. 4616) says the benefits of practicing dentistry in the Navy are many. 'The Navy allows you to concentrate on the things that drive you — helping others, expanding expertise and gaining uncommon experience,' she said.

Aren't they cute? Josh Cirillo, left, and Robert Biolo of Microbrush International (booth No. 510) with Microbear tooth fairy bears. The furry toys aren't bad looking, either.

Brandon Edgerton of Digital Sign ID (booth No. 1705).

In the Mydent International booth, Lesa Rigenhagen, from left, learns about the Dreumex Omnicare hand-cleaning/sanitizing system from Andy Parker, Phil Armijo, Katharina Urban-Versluis and Meagan Wallace. (Photo/Robert Selleck, *today* Staff)

help

from page 1

ricane Sandy, which hit the Northeast with such fury in late October.

The GNYDM held a Hurricane Sandy relief symposium Tuesday morning to provide information to dental practices affected by the storm. Attendees received a list of exhibitors offering special programs, discounts and equipment.

Thirty companies responded to a GNYDM email asking for details on their relief help.

Also at the Tuesday meeting were legal, insurance and finance experts – as well as representatives from the Federal Emergency Management Agency, Small Business Administration and the American Dental Association Foundation.

Here are a few details from some of the exhibitors on the Hurricane Sandy relief list circulated by the GNYDM:

• Henry Schein (booth No. 3225) held its own storm-relief symposia earlier this month in New York City, providing details on a variety of opportunities available to its existing and new customers, covering merchandise, equipment and financing.

• Air Techniques, booth No. 2609, is offering up to 15 percent off on air compressors and vacuums. Rob Rodriguez, a representative with Sales Associates Professionals, said he had already assisted several dentists interested in the offer.

• High Tech Innovations, booth No. 3219, has a special on an applicable service: free installation of its Backup Disaster Recovery System, a $1,000 value. Jeffrey Weiss, president, said that about 70 percent of businesses that suffer a massive data loss ultimately close. The company's service ensures that no more than a day's worth of data is ever at jeopardy.

• Patterson Dental, booth No. 2600, has a program that enables existing customers to suspend credit payments while recovering from disasters such as Sandy. Stefanie Stark, equipment finance representative with Patterson, said specials also are available to new qualifying customers who are replacing equipment or replenishing lost supplies.

• Rose Micro Solutions, booth No. 4525, has a special price on a loupe available to any practices that suffered losses to the storm.

Other exhibitors on the GNYDM Hurricane Sandy recovery list include: 3M ESPE (No. 4609); Architectural Design Associates (No. 2105); Arpino Dental (No. 600); Brewer Design (No. 3620); DC Dental (No. 4000); DenMat (No. 3203); Doctor Bright's Tooth Whitening (No. 4604); Everyday Health (No. 3622); Flight Dental System (No. 126); Garrison Dental Solutions (Nos. 2922, 4411); Handler (No. 3200); Keating Dental Arts (No. 4104); Magnified Video Dentistry (No. 104); Microdont (No. 4515); N.D. Surgical Industries (No. 4521); Oragenics (No. 2540); Paradise Dental Technologies (No. 417); Prosites (No. 508); Sabra Dental Products (No. 1513); Sleep Group Solutions (No. 3440); Straumann (No. 4207); Strauss Diamond Instruments (No. 3907); Summit Dental Systems (No. 3000) SurfCT (No. 3102) and TPC (No. 2636).

Here at the GNYDM

You can donate to help hurricane-damaged dental practices in New York at booth Nos. 4505, 1506 and 4820.

In the Air Techniques booth, No. 2609, Rob Rodriguez, from left, and Aaron Renner of Professional Sales Associates, have special pricing on air compressors and vacuums for practices that suffered losses because of Hurricane Sandy.

In the Patterson Dental Supply booth, No. 2600, Stefanie Stark, equipment finance representative, is ready to help existing and new customers with Hurricane Sandy recovery efforts.

AD

January 30 - February 3, 2013
Exhibits: January 31 - February 2, 2013
BOSTON CONVENTION & EXHIBITION CENTER
Connect with us

YANKEE Dental Congress® 2013
BUILDING BRIDGES

450+ Exhibitors • 350+ Courses
28,000+ Dental Professionals

Yankee Fast Track – Dental Management of Sleep Apnea
Whether you are a dental practitioner who has been treating sleep apnea patients or are just getting started in dental sleep medicine, this program is for you.

dentaltown
Dentaltown, THE community for dental professionals, will be joining Yankee 2013 for the first time.Take advantage of this opportunity to learn from industry gurus.

Gordon Christensen, DDS, PhD
RESTORATIVE

Kenneth Hargreaves, DDS, PhD
ENDODONTICS

Loretta LaRoche
PERSONAL DEVELOPMENT

Laney Kay, JD
INFECTION CONTROL

Roger Levin, DDS
PRACTICE MANAGEMENT

Jacinthe Paquette, DDS and Cherilyn Sheets, DDS
ESTHETICS

yankeedental.com • 877.515.9071

Visit us at GNY Booth 3225

Electronic Services

Demandforce
Growth. On Demand.

DENTRIX eServices

Digital Impressions

E4D Dentist
Empowering Dentistry

3M

CADENT iTero
creating the perfect byte.

HENRY SCHEIN
TechCentral
Computer Solutions & Support

Cone Beam CT

i-CAT
EXCLUSIVE PARTNER

MORITA

PLANMECA

GENDEX

INSTRUMENTARIUM
SOREDEX

NETWORK · INTEGRATION

HENRY SCHEIN
CHOICES THAT Connect Dental™

SUPPORT · OPTIMIZATION

Digital Pans

MORITA

INSTRUMENTARIUM
SOREDEX

Belmont

PLANMECA

GENDEX

progeny
A Midmark Company

CAD/CAM Technology

E4D Dentist
Empowering Dentistry
EXCLUSIVE PARTNER

From the Front Office to the Treatment Room and every touch-point in between, Henry Schein has the solutions you need to connect your practice technologies. The size of your practice, your budget, and your patients' needs are all important to the solutions required to increase workflow and enhance efficiency.

With your success in mind, let us help you determine which products and technologies will advance patient care and your practice.

Contact your Henry Schein Sales Consultant for details.

DIGITAL DENTAL EXCHANGE

DENTRIX®

Phosphor Plate Systems

AIR TECHNIQUES

GENDEX

ACTEON

SOREDEX

Intraoral Cameras

DEXIS
EXCLUSIVE PARTNER

ACTEON

GENDEX

AIR TECHNIQUES

Digital DOC

Digital Sensors

DEXIS
EXCLUSIVE PARTNER

ACTEON

INSTRUMENTARIUM

GENDEX

PLANMECA

AIR TECHNIQUES

progeny
A Midmark Company

HENRY SCHEIN®
DENTAL

1-800-645-6594 prompt #1
www.henryscheindental.com

Integrate lasers into your daily practice life

By Kristine Colker, Managing Editor

TODAY from 10 to 11 a.m. in aisle 5000, room 3, Dr. David Peck will present "Implementing Dental Lasers in the General Practice: A Real-World Report" as part of the DTSC Symposia.

In his session, he will focus on lasers and dentistry. Lasers improve clinical results, open new treatment paradigms, simplify many common headaches and provide real, tangible return on the investment.

Peck talked to *today* about what to expect from his symposium.

Dr. Peck, you are presenting a DTSC Symposia session called "Implementing Dental Lasers in the General Practice: A Real-World Report." Would you give us a brief overview of your session?

The lecture encompasses the total general dental practice and the implementation of a dental laser on a daily basis. It is not used for one procedure or one type of patient but is integrated into the daily use in the dental office. It is an integral part of delivering world-class dentistry in a painless, comforting environment.

How did you first begin using lasers in your own dental practice, and what is it about them that you like? Was there something in specific that made you want to try them?

I first got certified in 2000 with the use of an NdYag laser at the University of California at San Francisco and have never looked back. I have always liked being on the cutting edge and delivering the best quality of care for my patients.

You talk a lot in your session about the advantages of using lasers — both clinical and financial. Could you give us a little insight into what some of those advantages would be?

Clinical advantages are quick healing and treating a condition in the moment, which provides benefits to dentist and patient. No longer is referral to a specialist necessary to provide the basic dental care in a general dental practice.

The financial advantage is huge. As a general dentist, we must have many streams of income to provide for a financially profitable practice. By keeping procedures in-house, we achieve this and more. Patients love to remain with the general dentist and not go elsewhere.

But remember, education and hands-on education is a must, and no short cuts qualify. The practice should see at least a 5:1 return on its investment.

If someone is interested in starting to use lasers in his or her own practice, do you have any tips or advice for him or her?

Just do it. No justifying or deliberating. Look at the equipment as an investment in their dental practice financially and emotionally. And, as always, ask if the addition provides a higher level of care to our patients.

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 aimed at specialists or is it more of a general topic?

Be open minded and come to learn and leave with a new sense of encouragement that there is so much dentistry sitting in their charts that they will have to do.

The session is aimed at all dentists but specifically at general dentists. I am a general dentist who has chosen a journey of knowledge, passion and enthusiasm in my practice, and I have chosen to share that information with others.

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

I started using a Biolase product, the iPlus, about one year ago. Because I had used lasers in my practice for the last 12 years, the company was interested in my opinion.

I had resisted hard-tissue lasers for years and had in my practice diode, medical grade CO^2 and NdYAg lasers. I felt the addition of one laser uncomplicated my life and made practicing easier.

I also found the present company to be ethical and true to its word.

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

Dentistry is amazing and the success of a dental practice is all encompassing. We must master or bring in segments to our practice that include clinical and practice management.

It is not enough to become proficient with a piece of equipment, but then to know how to present to our patients.

But as I tell everyone, what one dentist can do, so can another.

Is there anything else you would like to add?

Do not miss this lecture and take great notes.

About the speaker

David I. Peck, DMD, graduated with honors from Northeastern University in Boston with a bachelor's degree in pharmacy in 1979. He continued on to graduate in 1983 from the University of Medicine and Dentistry of New Jersey. He completed his general practice residency at Danbury Hospital in Danbury, Conn., and regularly upgrades his expertise as a dentist by taking advanced dental courses at the Las Vegas Institute. Peck was certified at the University of California at San Francisco in laser treatment for cosmetic soft tissue re-contouring and periodontal therapy. He specializes in a wide array of cosmetic dentistry procedures, including dental implants, crowns, dental veneers, bridgework, teeth whitening and composite bonding.

AD

NEW!

Inseparable: Zirconia and PermaCem 2.0

PermaCem 2.0 has the Strongest Adhesion to Zirconia than any Leading Self-Adhesive Permanent Cement*

PermaCem 2.0 is proven to provide one of the strongest bonds to Zirconium restorations compared to the other leading self-adhesive cements. Incorporating a recently developed adhesive monomer formula, the dual curing properties deliver an exceptional bond across all substrates. Formulated for easy clean-up, the optimized viscosity and no-drip formulation provide for the fastest and easiest removal of excess of all other self-adhesive cements, resulting in less stress and chair time. Plus as a single-step cement, it provides you with the added benefit of not requiring an etching step. Whether it's PFM, PTM or Zirconium restorations, give your patients the best seat in the house while delivering the utmost in strength, stability and esthetics with PermaCem 2.0.

Dental Milestones Guaranteed

SPECIAL INTRODUCTORY OFFER:
Buy One, Get One Free!**

For more information, or to order PermaCem 2.0, contact your authorized dental supplier, call 800-662-6383 or visit dmg-america.com.

*Based on 2011 SDM Data. Data on File.

**Free goods shipped directly from DMG America. To receive free goods, please fax your paid dealer invoice to DMG America at 201-894-0213. Order must be placed through Authorized Dealer and redeemed within 30 days of purchase. Limit (2) per dental office. Offer valid through 12/31/12. May be discontinued at any time.

DMG AMERICA